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# CITIZEN PARTICIPATION IN URBAN PLANNING:

# THE GUELPH ALTERNATIVE

J. PAUL GRAYSON



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## **Local Planning Policy Branch**

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## **FOREWORD**

Interest in the Central Business District shows no signs of lessening. Over the years, various governmental approaches to CBD issues have emphasized different aspects of downtown growth and renewal -- usually reflecting the "fashion" of the day. Still, the need for information exists.

Considerable research has been done on our central business districts. Unfortunately, this work is too often buried in academic literature or in uncirculated planning staff reports and, to all intents and purposes, lost to members of local planning agencies.

The ministry has undertaken to support and publish this report to ensure that planning agencies in Ontario are aware of the methodology it describes and are therefore in a position to evaluate its usefulness for their own situations. It does not necessarily endorse the findings.

The methodology used in the study provides a mechanism whereby citizen preferences become part of the input of the planning process, and the information gives the decision-makers a foundation on which to base their judgements.

The report is significant for the manner in which it attempts to assess citizen preferences. The procedure used provides planners with a wider range of information than is normally available. This should be of theoretical value to urbanologists and sociologists and of practical interest to planning agencies undertaking similar reviews.

The author, J. Paul Grayson, Ph.D. is a sociologist on the faculty of York University. He was a member of the Guelph Planning Board at the time this report was prepared.

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## AUTHOR'S ACKNOWLEDGEMENTS

On behalf of the Guelph Planning Board, I would like to thank the following individuals and groups who contributed to the successful completion of this study.

The sub-committee that gave initial direction to the project was comprised of board members G. Milla, S. Pelosa and J. Wexler. The concerns of these individuals were translated into a questionnaire by W. Findlay, Chairman of the Board of Directors, Ontario Division, Community Planning Association of Canada. Further technical advice was obtained from K. McKay and F. Dahms of the University of Guelph.

The addressing of 5,000 envelopes to survey respondents was done by the Guelph Community Service Council. Completed questionnaires were collected by members of the Guelph and District Boy Scouts Association. Information provided by the questionnaires was then key-punched by Can Farm Ltd. of Guelph.

Funds for a research assistant and computer costs were provided by the Province of Ontario. Throughout all stages of the study, assistance was also provided by Guelph's planning staff.

I would also personally like to thank C. Ryan, my research assistant and L. M. Grayson, K. Perry and J. Forbes for useful comments made on the final draft of this report.



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## **INTRODUCTION**

On January 4, 1974, approximately 5,000 residents of Guelph received an envelope from City Hall. Inside was a letter from the Mayor and the Chairman of the Guelph Planning Board and a questionnaire relating to use and future development of the central business district (CBD).

Recipients of this material were asked to participate in a rather novel experiment. Responses to the questionnaire would provide planners and city officials with a great deal of information about existing use of the downtown area of the city and opinions on its future development.

At the same time, the provision of this kind of forum would give more citizens than ever before a chance to participate in the formation of planning policy.

This report analyses the events that led to Guelph's attempt at citizen involvement in the planning process. It also analyzes the survey results and looks at some of the implications of this type of endeavour. For convenient reference, all tables on which analysis is based have been included in the appendices.



## 1. SOCIAL COMPOSITION OF THE CBD

Before analysing the CBD survey data, it is essential to examine the current social composition of the CBD and its pattern of development over the years. This will alert readers to the fact that the current composition of Guelph may differ in important ways from what it has previously been.

In presenting an analysis of this kind, it is useful to distinguish between socio-demographic changes in the nature of the city per se and changes within the city itself. This, in turn, will involve an assessment of changes in the CBD relative to changes in other areas of the city.

Perhaps the first fact of interest is that despite a general population increase in post-war Guelph -- with the exception of the decade 1951-61 -- population increases lagged behind the Ontario average. Between 1961 and 1971, increases kept pace with national averages but were far behind Ontario averages. Whether this situation has changed since 1971 is at this time impossible to assess accurately.

Despite this growth in population, the overall ethnic and religious composition of Guelph remains much the same as it was in 1941. The largest single religious group is Roman Catholic and the largest ethnic group is British. Occupational differences are more difficult to assess given changing definitions used in the census.

Nonetheless, there have been, over a 30-year period, slight increases in the numbers of individuals engaged in clerical and sales occupations. At the same time, there has been a notable decline during these years in those engaged in craft, industrial and related occupations, and labourers. This occupational structure is not unlike that for Canada as a whole.

What is significant, if we compare Guelph to Toronto 50 miles east, is that over those 30 years the ethnic composition of the city has changed very little. The largest non-British group, the Italian, has increased by almost 100% since 1941 but currently forms approximately only 10% of the total population. The numbers of residents of other origins are smaller.

Guelph has changed in other ways but not as much as might be expected. Clearly, the number of apartments or flats in the city has increased. But between 1941 and 1961 these units comprised a constant 20% of all accommodations. Between 1961 and 1971, however, the percentage rose to 30%.

A further reflection of these figures is found in the number of owners in relation to tenants: 70.65% of Guelph residents owned their dwelling in 1961; in 1971 the figure was 62.98%. The 1941 figure, however, was only 45.11%. Equally interesting is that the figures

in the census for 1971 suggest the Guelph population was more transient than it was in former years: more residents have been in their current location for less than a year.

The overall analysis of Guelph since 1941, then, suggests a number of things. First, the city has been growing, but not at a breakneck speed. Second, despite this growth, the religious and ethnic composition of Guelph has changed relatively little. With housing, however, especially over the last decade, more and more people have been living in apartments.

Conversely, now, fewer Guelph residents than in the sixties own their own homes. At the same time, the numbers of individuals who have been long-term residents of Guelph has decreased. A brief analysis of the tables in the appendix will demonstrate, however, that these trends have not been completely linear.

Although it was not possible to analyse long-term changes within the city itself, some comparisons can be made on the basis of 1961 and 1971 census data. The 1961 information was not provided on the basis of tracts so it was necessary to match the old enumeration areas with 1971 tract divisions. Fortunately, tract 6, as defined in the 1971 census, corresponds to the Guelph CBD so it was possible to carry out a number of important comparisons between the CBD and other areas.

It is clear that even over a ten-year period at least one major change has occurred within the CBD. Quite simply, there has been a great increase in the number of

single member households. In 1961, 23.51% of residents of the CBD formed single member households; by 1971 the numbers had swelled to 39.09%.

These figures are far higher than for any other part of Guelph and perhaps in part reflect the disproportionate number of CBD residents who, according to the 1971 census, were widowed. In other areas of Guelph, the tendency is toward larger households. These latter areas, however, have not undergone as drastic a change in terms of the number of persons per household.

From an analysis of 1961 and 1971 data, it is clear that in the CBD the trend is toward single-member households. The trend might be partially explained by some demolition that has occurred in the area. As a consequence, few accommodations are now available to larger than single-member households.

On the basis of more complete 1971 data, it is possible to add further dimensions to comparisons between the residents of the CBD and other areas of Guelph. To begin with, although representatives of all occupational groups can be found in the downtown area, the number of individuals engaged in service occupations far exceeds the city average. Likewise, the smallest percentage of self-employed individuals reside in the CBD.

In addition, slightly more than the average number of wage earners live in the centre city. These statistics are perhaps reflected in 1971 income figures. Although, in 1971, only 18.81% of Guelph households had incomes less than \$5000, 53.21% of CBD households had incomes below this figure.

With education, the disparities between the CBD residents and those of other areas are equally apparent. In 1971, a total of 69.84% of CBD residents had a grade 10 or lower level of education. The comparable figure for Guelph as a whole was 61.28%.

The picture that emerges so far, then, is that, overall, residents of the CBD are less well off than Guelph residents in general. Their incomes are lower and so are their levels of education. In addition, excluding the recently developed suburban areas of the city (for which trends, at this point, are unclear), it is evident that CBD residents are far more mobile than residents of other areas. As of 1971, 26.00% had lived in their present location less than a year. The figure for Guelph as a whole is 21.50%. As a number of suburban developments are included in this latter figure, it probably overestimates the proportion of overall transiency in the city as a whole.

Given this rate of mobility, it is not surprising that only 14.55% of CBD residents own their own accommodation: the corresponding figure for Guelph as a whole is 62.98%. In addition, 71.82% of occupied dwellings in the CBD were, in 1971, apartments or flats. By way of contrast, only 29.60% of Guelph residents in general occupied similar accommodations. That the type of apartment or flat referred to is not modern is substantiated by the finding that 99.05% of CBD dwellings were constructed prior to 1946. Unfortunately, statistics on the condition of these accommodations are unavailable.

It is important to note with respect to the CBD that although 46.43% of families in this area have no children -- the Guelph average is 31.93% -- the number of children

under the age of six, 28.79%, is higher than the Guelph average of 26.44%. Obviously, these figures should be borne in mind in any proposals for development.

It must be stressed that analysis here is concerned exclusively with comparisons between the Guelph CBD and other areas of the city. And, surprisingly, the analysis has yielded results not that much different from the social conditions of large cities. Still, only a cursory examination of the included tables is necessary to appreciate that changes have been occurring elsewhere and that there is a great deal of diversity within the city. For example, a disproportionate number of Italian residents tend to dwell in particular census tracts while members of other ethnic groups are more dispersed throughout the city.

By simply comparing the CBD with other areas, however, it is possible to gain a certain perspective on the social composition of the downtown area. Clearly, residents of the CBD are worse off financially than the 'average' Guelph resident. Likewise, they are more transient (or less settled) and include a large number of individuals who are unattached. This latter factor is revealed by the number of single person households and the number of widowed residents.

This profile of the CBD in no way provides a mandate for wholesale redevelopment of the area. It has been shown in other cities that not only do residents of areas comparable to Guelph's CBD frequently have community bonds that hold them together, but also they

are often financially incapable of paying higher rents for improved amenities elsewhere\*. Any downtown development should take these factors into consideration.

Clearly, there is a pocket of poverty in the downtown area. Even if survey results suggest that some developments in the city centre are desired, the problems of the residents should receive prior attention. Whether these problems can be dealt with by subsidized rents, rent controls or whatever, is a question that is posed but not answered here.

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\* For an excellent discussion of somewhat related problems in a Canadian city, see D. H. Clairmont and D. W. Magill, Africville. Toronto: McClelland and Stewart, 1974.



## 2. BACKGROUND TO THE SURVEY

In June, 1969, a team of consultants working for the city, Central Mortgage and Housing Corporation and the Department of Municipal Affairs warned in an urban renewal report that if "existing trends continue, uses unsuitable to the retail-commercial character [of the Guelph CBD] will continue to intrude, increasing the incidence of blight and causing a continued weakening of the area. Store-to-store shopping", it was argued, "will become more inconvenient as retail uses become more spread out and less inviting, leading to development of more competitive suburban shopping centres."\*

Unfortunately, the report did not concern itself with the social matters raised here so it is just as well that its recommendations were not implemented. The federal government withdrew support from this and similar schemes. As a consequence, before large scale changes are planned, it will be possible to deal first with the social needs of area residents.

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\* Central Mortgage and Housing Corporation,  
City of Guelph Urban Renewal Scheme, June, 1969  
p. 6.

But the issue of core improvement did not die. It was taken up again in 1970 and, this time, the initiative was taken by the Guelph Planning Department. A discussion paper in which various improvements were suggested was circulated to a number of Guelph residents. Later, a public meeting was held at which interested citizens could air their views. But the amount of interest shown in the project was small.

According to K. L. Perry, Director of Planning and Development, no more than 40 or 50 individuals participated in discussions.\* In short, there was little positive support for core improvement on the part of downtown businessmen and citizens in general. Consequently, very little policy grew out of this particular endeavour.

In October, 1971, the Planning Department once again took the initiative in bringing before the Guelph Planning Board a more detailed discussion paper about general land use in the CBD. To solicit opinions on this latest proposal (see appendix F), the board authorized copies to be sent to a number of local organizations. The intent of such action was "to request...views and comments on the proposal and any other suggestions that...[organizations] might have at this very early stage in the planning process."\*\*

Organizations to which this material was sent included the Chamber of Commerce, Community Service Council,

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\* Interview with K. L. Perry, July 22, 1974

\*\* Letter to Organizations interested in the future of Downtown Guelph, from K. L. Perry, Secretary-Treasurer, Guelph Planning Board, January 11, 1972.

University Women's Club and the Downtown Businessmen's Association. In total, approximately 35 organizations were contacted while nine returned comments on the discussion paper.\*

After receiving comments, which indicated general agreement with developments outlined in the discussion paper, it was suggested to the Guelph Planning Board that the next logical step with respect to the proposal "would be to contact the owners of property in the CBD in order to ascertain their views and comments before proceeding with more detailed work and refinement of the concept."\*\*

Despite the fact that copies of the discussion paper were then sent to approximately 600 property owners, a mere 18 responded with either positive or negative statements.\*\*\* Clearly, the general indifference of 1970 was evident again. Even the Downtown Businessmen's Association failed to express any interest, one way or the other, in the proposal.

At this point, the planning director argued that, "considering that only about three per cent or less of the owners solicited responded to the request for comments it would be preposterous to suggest any consensus on the proposal."\*\*\*\*

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\* Letter to His Worship Mayor Norman Jary, from K. L. Perry, Director of Planning and Development, January 30, 1973.

\*\* Notice to Guelph Planning Board, from K. L. Perry, April 26, 1972.

\*\*\* Ibid.

\*\*\*\* Notice to Guelph Planning Board, from K. L. Perry, March 7, 1973.

Given previous experiences with public meetings, it was further argued that this type of forum "would accomplish very little at this time except to be able to say that an opportunity for the public to participate was actually provided at this stage...""\*

Instead, it was suggested that "the feasibility of a fairly intensive survey with carefully directed statements to elicit preferences ought to be explored."\*\* It was this alternative that was eventually chosen and is the main focus of attention in this report.

Clearly, in the period under discussion, core development was an issue articulated by the planning department. Equally obvious is the general indifference to this issue.

For these reasons, responses to the survey should be viewed with three things in mind.

First, they give planners empirical assessments of opinions regarding use and development of the CBD.

Second, the survey itself can be viewed as a mechanism for mobilizing interest as well as providing citizens with an avenue of making their views on the core known.

Third, should policies develop from survey results, they could be legitimized in terms of the views expressed by survey respondents provided that the needs of core residents are kept foremost in mind.

\* \* \*

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\* Ibid.

\*\* Ibid.

Having discussed general post-war demographic trends, and the events leading to the survey, this report can now look at the survey itself. Logically, analysis can be broken down into an assessment of how Guelph residents get to the CBD, what they do when they get there, and their ideas on future developments.



### **3. ACCESSIBILITY**

Perhaps the first item regarding the use and development of the Guelph Central Business District is, quite simply, the current means of transportation used by individuals in gaining access to facilities offered by the downtown sector of the city.

Geographer John N. Jackson has noted that Guelph is somewhat unique in that, unlike other cities that have been planned on a 'grid' system, the roads at the core emanate outwards in a fan-like configuration from the river.\* Beyond the downtown centre, the familiar grid pattern predominates as in other cities.

It is fairly evident, taking Guelph as a whole, that the automobile is by far the dominant mode of transportation to the downtown core. Sixty-four percent of Guelph residents use this means of transportation in coming and going to the central business district.

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\* John N. Jackson, The Canadian City. Toronto: McGraw-Hill Ryerson, 1973, p. 29.

Despite a regular bus service to many parts of the city, only 10.3% use this facility.\* An even smaller percentage, 8.6%, walk to their downtown destination.

The means of transportation chosen by the individual in the journey to the core is contingent upon his or her residential location. For those living in the core itself, walking is the most frequent mode of travel. In more remote areas, however, such as zone 13 (see map 1), as many as 88.4% of the population reach downtown by automobile. Although the frequency of bus service to this area is comparable to that in areas closer to the core, the automobile is still the chosen means of travel.\*\*

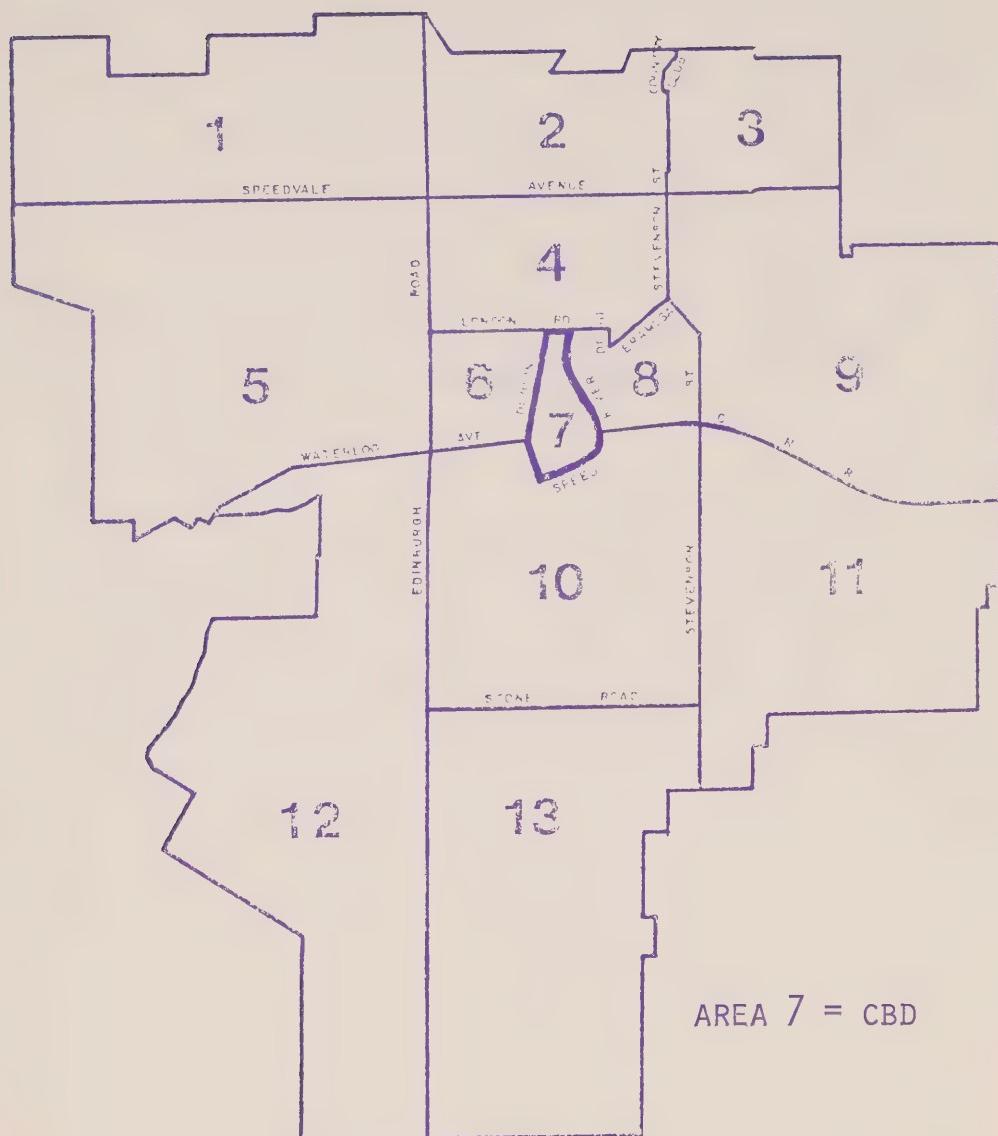
Although residents of the centre of the city walk to the facilities provided in the area, public transit is viewed as a preferred mode of travel to a greater extent than it is actually used. The absolute number who would prefer public transit, however, is extremely

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\* "Public transit now serves 90 percent of the population area of the City." Guelph Transportation Committee, Comparing the Transportation Alternatives, 1974, p. 6.

\*\* It is interesting to note that few respondents mentioned the bicycle as either an actual or preferred mode of transport to the city core. Consequently, the "bicycle category" was combined with a number of other responses in the "other category". This is an important point. In a summary of opinions gathered at drop-in centres, the Guelph Transportation Study Committee (Appendix C.2) mentions "a definite indication in favour of expansion of the bicycle-way system." Judging from the results of the larger sample analysed here, few people actually use or would prefer to use the bicycle in their trips downtown. If the bicycle is to be used, perhaps it will be restricted to neighbourhood jaunts.

GUELPH



## AREA 7 = CBD

## QUESTIONNAIRE AREAS

small. Likewise, residents of most areas immediately adjacent to the central business district regard public transport more favourably than their actual use of it would suggest.

Again, though, the numbers giving the bus as a preferred alternative are small. The further the individual lives from the central business district, however, the more likely he or she will specify public transit as a desirable means of transport to the core.\* But with the exception of those living in the central business district, the most preferred mode of transport is the car.

Not all groups within Guelph actually use the same mode of transportation to an equal degree. The automobile, for example, is used proportionately more by those in the 26 to 60 age categories than those 25 and under and 61 and above. Of those who walk downtown, the largest single percentages are found in the under 25 age group. On the other hand, a disproportionate number of those over 60 and those 20 and under use public transit. Similarly, males more than females and married individuals more than non-married individuals tend to use the automobile in their downtown excursions.

These findings are not surprising. The young might not yet be owners of automobiles. The elderly may prefer not to take the responsibility of driving. Similarly, with respect to the use of the automobile by males, it is highly probable that in one-car families the male would have priority access to the family automobile for his trip

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\* It must be kept in mind that differences are small.

to work and other purposes.

It is obvious, though, that different occupational groups vary in the extent to which they use one form of transportation over another. The use of a particular mode of transportation, however, is not related to the relative prosperity or any other characteristic of the occupational groups in question.

Despite the fact that residents of the urban core tend to walk to the facilities provided by this sector, a majority of individuals who hold jobs in this area reach their place of work by automobile. Only a few walk to their jobs in the downtown core. Fewer still come by bus. These figures suggest that those working in the core live in other parts of the city.

While the majority of Guelph residents (with the exception of those actually residing in the core) state they use and prefer the automobile over other forms of transportation, many also feel that greater emphasis should be put on the use of public transit -- and this belief is not restricted to particular age or occupational groups. It would seem, then, that Guelph residents are in favor of increased public transit, but not for themselves.

This sentiment is perhaps reflected elsewhere. Despite general support for an increase in public transit facilities, residents of all areas of Guelph state that the provision of more adequate parking facilities would increase the amount of shopping they do in the CBD. In general, not only is this belief held by all age groups,

but by individuals regardless of sex and marital status.

Again, there are some occupational groups that do not fit this general pattern, but preferences are not related to the prosperity or any other characteristics of the groups in question. In addition, there is reason to believe that long-term residents of Guelph might increase their shopping in the core if more parking facilities were offered.

This desire notwithstanding, the provision by some downtown merchants of free parking facilities may not contribute to their trade as much as they think. In most cases, for the numbers of residents of different parts of Guelph who agree that they give preference to stores participating in the free parking program, there are almost equal numbers who suggest that free parking is of little consequence.

The only exception to this general trend is for residents of remote zone 1, where 55% state that they give preference to stores participating in the free parking program. With the exception of those between the ages of 61 to 79, who do favour stores providing free parking, results are similar for different age groups resident in Guelph.

Figures regarding marital status and occupation, however, suggest that individuals who are married or widowed, and members of certain occupational groups, are more concerned with free parking facilities. But, again, there is no overall pattern to the preferences of occupational groups.

The general preference for using the automobile to gain access to the CBD is further reflected in a general reluctance of residents of all areas to use a proposed shuttle bus service from peripheral parking areas to the downtown core. Once again, differences along this dimension do not change with age, marital status, occupation or length of time in the community.

Overall, the analysis presented thus far presents somewhat of a paradox. Residents of Guelph, with the exception of those living in the core, prefer the car over all forms of transport to the downtown area. At the same time, they feel as though greater emphasis should be placed on public transit but appear unwilling themselves to use this facility. In fact, they would prefer increased parking facilities in the CBD although they would not be willing to use a shuttle bus service from peripheral parking areas. These facilities should perhaps be provided and used, but by 'the other guy'.

The upshot of this analysis would seem to be that if the residents of Guelph are going to continue to use the CBD, by and large, they will continue to reach it in their private automobile.

This preference, however, is not unusual in Canadian urban centres. "The tendency over recent decades," it has been observed, "has been for more trips and longer journeys, and for the automobile to become the characteristic mode of urban travel."\*

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\* The Canadian City, p. 136.

The extent to which this emphasis on the automobile conflicts with ideas regarding future use and development of the CBD will be examined later. In the meantime, this report will focus on the use to which the residents of Guelph put their CBD.

## **4. USE**

It has been demonstrated that in the post-war years, the population of Guelph has increased. The larger population, in turn, has made feasible a number of "suburban" shopping plazas that offer the consumer access to a variety of goods. In the City of Guelph, it has been estimated that, to date, proposals for extending shopping facilities in all areas "will be adequate to meet the residential demands to the year 1991."\*

Studies carried out on urban centres in the United States and elsewhere suggest that increases in population and the consequent provision of goods and services in other than downtown areas have implications for the development of the core.

Although particular geographical and historical factors greatly influence developments occurring in a given urban centre, an increase in population invariably results in some specialization of the functions carried out in the central business district.

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\* J. A. Forbes, Notice to Chairman and Members,  
Guelph Planning Board, June 5, 1973.

At one extreme, major offices are likely to remain in the central business district. At the other end of the spectrum, the centre for food merchandising rapidly shifts to locations outside of the core. Still, it must be stressed that the rapidity with which this process occurs is contingent upon three factors:

- the physical characteristics of the city,
- the rate of growth, and
- the timing of the period of rapid growth.\*

With the relatively recent concern with "people oriented" urban planning, it might be further stressed that the values held by planning boards, municipal councils, and citizens groups can significantly affect these trends.

A second trend that has been noticed to accompany an increase in the size of the urban centre is a proportionate decrease in the amount of retail trade carried out in the central business district. For cities with populations less than 25,000 the amount of retail trade carried out in the downtown area varies between 80% and 100%. For cities in the category where Guelph would be placed -- populations ranging from 25,000 to 100,000 -- the amount of downtown retail trade varies from 65% to 85%. Comparisons with the first category indicate a certain degree of overlap.\*\*

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\* Larry Smith, "Space for the C.B.D.'s Functions," in L. S. Borne (ed.), Internal Structure of the City, Toronto: Oxford, 1971, pp. 357-358.

\*\* Ibid., p. 355.

When evaluating these figures it should again be borne in mind that development referred to occurred when there was less "planning consciousness" on the part not only of municipalities, but also on the part of the population at large. There is no "invisible hand of the market" that inexorably dictates the nature of urban development. The planned developments of numerous European cities attest to the truth of this statement.\*

It is evident that the city of Guelph has already experienced some of these developments. For example, there is now no major food store located in the CBD. Medical and dental offices have extended beyond the boundaries of the area officially defined as the core, and small department stores are appearing in a number of suburban plazas. In addition, a major department store has recently been approved for a planned district shopping centre.

The extent to which the downtown retail sales may be decreasing in relation to total city sales as a result of these processes is difficult to assess since statistics on this matter are not available. But it is reasonable to assume, given an increase in shopping facilities in other than core areas, that the proportion of core retail trade would have declined.

Even if the absolute amount of downtown retail trade has not declined, it is clear that the majority -- 81.3% -- of Guelph residents carry out most of their

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\* Ruben C. Bellan, The Evolving City, Toronto: Pitman, 1971, ch. 17.

convenience shopping -- food, drug and sundries purchasing -- and their banking activities in shopping plazas and in facilities outside the core.

When it comes to comparison shopping, that is, the purchase of such things as clothes, furniture and appliances, 54.1% use core facilities while only 16.8% carry out this type of activity in shopping plazas.

It is important to note, however, that 22.0% do some comparison shopping in Kitchener-Waterloo and an additional 14.4% travel to Toronto for this type of merchandise.

The appeal of Kitchener-Waterloo and Toronto are even more apparent in the realm of entertainment. While 30.6% of Guelph residents use some core facilities, an impressive 26.0% and 24.5% also use Kitchener-Waterloo and Toronto respectively.

Overall, these figures suggest that for Guelph residents, certain areas within the city are used for particular activities as are other nearby urban centres. In short, the behaviour of consumers suggests that the core is already being used for certain kinds of goods and services: a development that parallels changes observed in other urban centres.

It was evident in the analysis of accessibility that different groups within Guelph used particular modes of access to the central business district. From an analysis of data on actual use made of the centre city, it is equally apparent that similar differences exist.

In examining these variations, the focus will be primarily on the Guelph core and plazas located within Guelph. It is apparent that other centres attract Guelph residents, especially for entertainment, but the concern here is with intra-city comparisons.

In general, differences that exist between various groups over the use of Guelph core facilities and suburban plazas are small. Nonetheless, differences should not go unnoticed.

To begin with, there are differences in degree regarding the extent to which Guelph residents feel that it is possible to purchase desired goods and services in the core. Overall, 43.8% of respondents feel that the central business district is sufficient in this respect while 49.1% disagree with this assessment.

Interestingly enough, core residents themselves are most likely to say that core facilities are inadequate. On the other hand, those over sixty years of age, the widowed, and those who have lived in the city for a considerable length of time are somewhat more satisfied with core amenities.

In addition, there is a similar tendency for the single and widowed to prefer to shop in the downtown area. Married individuals, by contrast, prefer plazas. Likewise, males more than females prefer downtown to plaza shopping.

Ironically, even though core residents are most likely to regard downtown shopping facilities as inadequate, they would prefer to shop in the area. Residents of

other areas, by contrast, generally show a greater preference for plaza shopping.

Some of these findings are easily explained. It is reasonable to assume that elderly, widowed, and long-term residents of Guelph would have established habitual patterns of shopping in the central business district -- patterns that pre-date the construction of suburban shopping plazas.

In addition, it is likely that large numbers of these individuals live closer to the downtown area: census results seem to suggest that this is the case. As a consequence, access to downtown facilities is easier and therefore, perhaps, more desirable.

The tendency for single adults to prefer downtown shopping, on the other hand, is perhaps best explained by reference to other factors. For one thing, proportionately more individuals in this category tend, in general, to congregate in central business districts -- especially when a university is nearby -- than in newer parts of a small city. The downtown is "where the action is".

Moreover, given the large number of single adult university students in Guelph, and the recent rejection of large numbers of students of "the suburban way of life", a preference for "downtown" amenities by single adults, of whom students would form a large number, is understandable.

Equally understandable is the slight tendency for married individuals to prefer plaza shopping since

people with small children may prefer shopping that is readily accessible from their place of residence. Plazas may also offer a greater sense of safety in that the downtown area, with its heavier flow of moving traffic, might present a hazard to young children.

This reasoning is supported by the fact that when actual shopping habits are analysed, there is more of a tendency for married than single individuals to use the plaza for convenience and comparison shopping as well as for entertainment. (The plaza is likewise used more by individuals who are neither young adults nor senior citizens. Individuals in this category would again most likely be those with growing children.) Given this and other data, then, it is not too far fetched to suggest that plaza shopping is more "family oriented" than that carried out in the CBD.

By way of contrast, in terms of actual use, the central business district attracts more recent residents to Guelph as well as those who have been here for a substantial number of years. In addition, more elderly citizens show a tendency to actually use downtown facilities. This use pattern parallels the previously noted preference of similar groups for shopping in the CBD.

Despite these differences in shopping preferences and practices, virtually similar proportions of residents of all areas in Guelph use the downtown area for comparison shopping and entertainment. Such is not the case with convenience shopping. In general, the further the individual lives from the core, the less likely he or she will use core facilities for food, drugs and so on. In remote areas, the plaza is the centre for convenience shopping.

In light of the evidence, it seems as though three conclusions and one observation can be drawn about actual use and potential planning of the Guelph central business district:

First, distance from the downtown core has some consequences for its use. Those living in more remote areas of the city may use the CBD for comparison shopping and entertainment purposes, but not necessarily for convenience shopping.

Second, there is a social dimension to the use of the CBD. Plaza shopping, it was suggested, is perhaps more "family oriented" than shopping in the core. By contrast, there is a slight tendency for those who have not yet started a family, and for those whose families have grown up, to regard core facilities as adequate and to actually use them.

Third, these patterns may be true for Guelph but not necessarily for centres of a different size with different patterns of historical development.

Last of all, the extent to which planning will either facilitate, deter or ignore these behavioural tendencies will be determined by the values of planners, councils and other groups, the power of particular groups in the city, and the economic feasibility of particular policies.

## 5. FUTURE DEVELOPMENTS

From the point of view of both planners and those concerned with citizen participation in policy making, this is perhaps the most important section of the report. It is also the most statistically complicated. It was necessary to find underlying attitude syndromes or orientations on the part of sample respondents about future CBD developments and to relate these to socio-geographical factors. In carrying out this operation little guidance was provided by existing literature on urban environments. Despite these difficulties, this is the most easily discussed and straightforward part of the report.

Clearly, if each of the questions regarding the CBD are assessed individually (see appendix B) certain preferences are evident. For example, most respondents feel that significant landmarks should be protected and that the city should be provided with a new civic centre. Approaching the data in this simple fashion, however, does not give any indication of the extent to which opinions expressed on any one question may be indicative of underlying orientations to the development of the CBD.

For those responding to the questionnaire, however, three attitude syndromes can be identified through the method of factor analysis.

The first of these can be called an overall attitude of "unrestricted growth" for the Guelph CBD.

The second is an overall "pedestrian" orientation to developments in the core.

The third is one stressing "rehabilitation and improvement" of the central business district.

Individuals with the first of these orientations believe, by and large, that the downtown area should be given over to some large high-rise buildings and that residential and commercial buildings should exist side by side. In addition, there is an overall belief that landmarks, like the Church of Our Lady, are not necessarily worth preserving, nor, for that matter, are the existing stone buildings along Wyndham Street. Moreover, individuals with this orientation have little concern with the provision of cultural facilities, public transportation, and recreational facilities in the downtown area.

Those with the "pedestrian orientation" are significantly different from this first group. They are concerned with the provision of cultural facilities and recreational facilities. They are not necessarily in favour of high-rise developments in the core area. Their most distinguishing characteristic, however, is their concern with development of the core as a "people place" and

they would like to see places like St. George's square turned over to pedestrian use. They also favour the development of walkways and parks along the Speed River. Also, individuals with this orientation would like to see the core split into smaller shopping areas like the Courtyard.

Individuals with the third orientation are most easily identified by their concern with the preservation of Guelph's past. They believe that stone building fronts should be preserved as a matter of high priority and that restoration of upper-story windows will significantly improve the appearance of the CBD. In addition, these individuals are concerned with the preservation of existing landmarks.

At the same time, they are opposed to reserving part of the downtown to buildings of 10 stories and over and believe that three or four stories should be the maximum height allowed. In short, they favour some core development but not at the cost of Guelph's past as expressed in certain buildings and architectural forms.

Of the three orientations, the last is the most prevalent. In addition, individuals with this orientation are not opposed to the types of developments associated with the pedestrian orientation and vice versa.

By way of contrast, the "unrestricted growth" orientation correlates negatively with both the "pedestrian" and "rehabilitation and improvement" syndrome.

Clearly, those with these latter two orientations are closer to each other than to those with the "unrestricted growth" tendencies.

It is important to note that results of step-wise regression analysis indicate that none of the biases described are the prerogative of particular groups resident in Guelph. Individuals with these orientations can be found in all occupational, sex, age, etc. groups within the city. In addition, little variation is related to the extent to which CBD facilities are used or to where the individual lives in the city.

This latter point is worth emphasizing. In previous sections it was found that how individuals get to and use the CBD was related to social and geographical factors. But in terms of orientations toward development of the CBD, attitudes cut across social and geographical boundaries.

By way of summary to this section three simple points can be made in light of the preceding information. First, there are three distinct orientations that residents of Guelph have regarding future developments in the CBD. One emphasizes unrestricted growth, one emphasizes 'pedestrian' developments, while one stresses rehabilitation as well as improvements. Second, the latter two of these orientations are positively related to one another and negatively related to the first. Third, all three orientations cut across social and geographical boundaries. The implications of these and other findings will be discussed in the next section.

## **6. IMPLICATIONS OF THE STUDY**

The implications of the information in the foregoing pages are many but for the sake of convenience can be divided into: 1) planning implications, 2) inconsistencies in the data and 3) the extent to which this type of undertaking facilitates citizen participation in the planning process.

### 1) Planning Implications

It is clear that, by and large, citizens of Guelph prefer an approach to change in the CBD that would emphasize rehabilitation of worthwhile buildings as well as other improvements. This preference, it was noted, was also consistent with an emphasis on a "pedestrian" orientation to development.

If these desires are to be taken seriously it would appear that any plan for core improvement must have these considerations as its guiding principle provided that the needs of current core residents are kept in mind.

It is interesting to note that the discussion paper formerly prepared by the Guelph Department of Planning and Development is not inconsistent with citizen preferences as expressed in the survey.

The features of the paper that most obviously parallel the empirical preferences of Guelph residents are contained in the following clauses. The complete text of the paper can be found in appendix F :

2. That land use regulations must aim at the preservation, rehabilitation or redevelopment of the downtown, according to their existing conditions, compatibility, historic or architectural significance.

3. The distinctive and historic buildings should be accentuated through preservation and rehabilitation with the objective of retaining the unique character of Guelph.

4. That redevelopment in the form of new buildings should be encouraged in harmony with the preserved or rehabilitated historic buildings and that the urban design concept for the CBD should make provision for this co-existence of old and new development thereby showing Guelph to be both progressive and sensitive to its historic past.

6. That the Church of Our Lady and the "squares" ought to be developed in a manner that will give focus to the surrounding development and full advantage should be taken of these gifts from the past to improve the environment in the CBD and to make Guelph more distinctive and attractive for many generations to come.

10. That a pleasant, formally-recognized system of pedestrian walkways and shopping malls splitting our original blocks into smaller pieces would greatly increase the area in which retail business could thrive and would decrease the shopper's inconvenience in getting from store to store or parking lot to store.

12. That uses which will be frequented by the pedestrian general public should be held within the Ring Road system...

14. That it is desirable to acquire access to the Speed River banks for the general public and to beautify the land acquired and link it to larger pedestrian-oriented open spaces, such as Royal City Park and Priory Square, wherever possible.

Overall, there is perhaps only one clause that may not be compatible with the empirical analysis -- the clause suggesting that apartments be located around the perimeter of the CBD :

13. That a greater number of apartment units and offices located around the perimeter of the CBD, both inside and outside of the Ring Road, is desirable due to the activity which would be generated in the CBD as a result of their presence.

It was clear from the empirical data that high-rise apartments, over three or four stories, were not seen as a desirable development by those with the prevalent attitude syndrome regarding CBD development. Apart from this, both the underlying principle and clauses of the discussion paper are compatible with majority preferences. More specific proposals regarding placement of parking lots, buildings, etc., should be individually considered with the findings of this report in mind.

It must be stressed that this need not have been the case. There could have been a major divergence of opinion between planning proposals and empirical preferences. If this had occurred two logical options would have been available to planners.

First, they could simply have changed their principles regarding core development to make them compatible with citizen preferences.

Second, they could have disregarded citizens' preferences.

This second alternative is not a desirable one. Still, the possibility exists that empirical preferences could have been completely impractical from social, economic, ecological or political points of view. Fortunately, in Guelph, planners can now act on the basis of complete information regarding the centre city.

It should also be stressed that a municipal government need not have a discussion paper similar to Guelph's before embarking on a project of this nature. Directions for such a paper could actually come from an analysis of citizen preferences. The reason Guelph had a discussion paper before embarking on an empirical analysis of citizen preferences was outlined earlier.

## 2) Inconsistencies in the Data

While it is clear that proposals for core development do not conflict with citizen preferences for development, there is some difficulty arising from the way in which residents reach the core.

Earlier it was pointed out that the majority of Guelph residents will probably continue to use their car in gaining access to the centre city. In addition, the majority of citizens are reluctant to use a shuttle bus from peripheral parking areas.

This preference for the car and downtown parking is somewhat at variance with a "pedestrian" orientation that positively correlated with the dominant 'rehabilitation and improvement' syndrome. It is here, perhaps, that planners must clearly act as co-ordinators of interests and preferences.

On the one hand, Guelph residents want a certain type of core development. On the other hand, they do not seem to be willing to do without certain privileges -- like downtown parking -- to realize these goals. In this case, then, Guelph residents themselves appear to be uncertain as to their priorities. It is therefore up to planners, in one way or another, to attempt to resolve this apparent inconsistency.

### 3) Citizen Participation

It can be argued for a number of reasons that the type of survey carried out by the City of Guelph is the most efficacious way of involving citizens in the planning process.

First, it allowed far greater numbers than any other type of forum to have their voices heard. The proportion who responded to the questionnaire under discussion, for example, was larger than the average turnout for municipal elections in a number of Canadian cities -- including Guelph.

Second, it allowed individuals to respond to a great number of concerns they might have. In a public meeting, for example, residents would simply not be able to make themselves heard on as many issues as provided by the questionnaire.

Third, the questionnaire is more convenient for urban residents. It does not require that they present themselves at a certain place at a certain time in order to speak out on important points. They can respond in the comfort of their homes. In addition, many people simply feel intimidated when it comes to speaking before large audiences. The questionnaire also avoids this problem.

Fourth, the survey method ensures that a cross-section of citizen opinions will be recorded -- not just those of groups who may have a particular interest in this or that policy decision.

It is not suggested, however, that the survey method should supplant other forms of citizen input in the planning process: surveys, public meetings and drop-in centres can co-exist. Nor is it suggested that the survey method is foolproof. For one thing, it cannot readily provide the important type of material provided by an analysis of census data: very important social conditions were revealed by this method that may have consequences for planning. For another thing, it may lead people to give opinions on issues about which they may be relatively uninformed. But so do democratic elections.

Another difficulty with the survey method is that it is costly. Fortunately, in Guelph, virtually all of the labour that went into its successful completion was provided on a volunteer basis. Had this not been the case, the cost to the city, for sampling, data collection and processing would have been in the thousands. Still, given the importance of sound planning, and the consequences of planning for generations to come, this is perhaps a small price to pay.

## **RECOMMENDATIONS**

The recommendations outlined below are exclusively those of the author of the report.

- 1) Prior to the implementation of any scheme for change of the Guelph CBD, serious consideration should be given to the consequences of the scheme for CBD residents. Plans for the CBD should take into account both the social and housing needs of current residents.
- 2) Further attention should be given to the general discussion paper of 1972 as, in general, most proposals are consistent with the preferences of Guelph residents. As certain aspects of the paper are inconsistent with preferences, they should be deleted or modified.
- 3) Given the predominant "rehabilitation and improvement" sentiment, and the relative architectural unity of the CBD, an Architectural Review Board should be established to advise on the extent to which proposed developments are consistent with existing architectural forms.



# **APPENDIX A**

## **CENSUS TABLES**



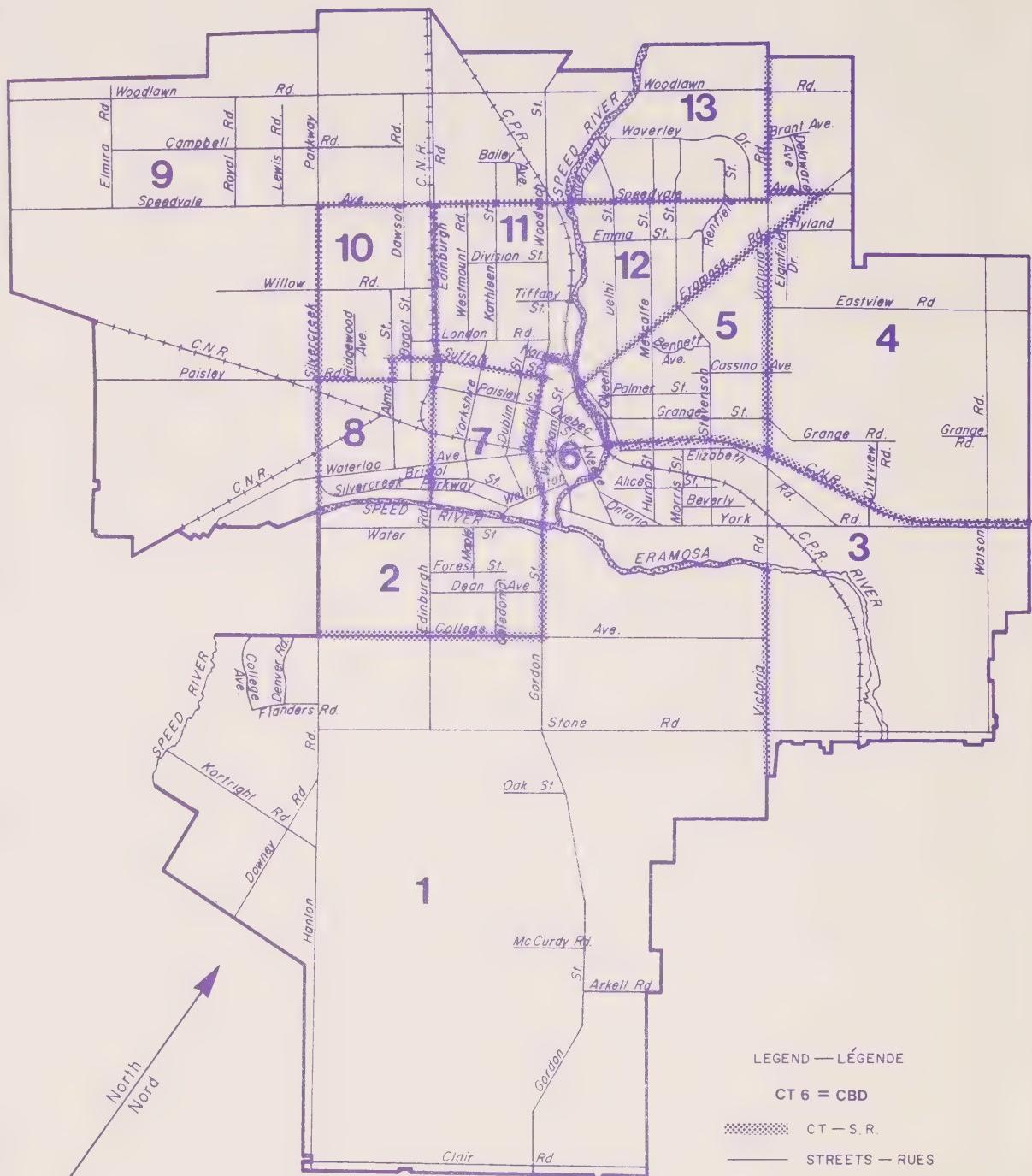
## CENSUS TABLES

All information presented in the following tables was obtained from the 1941, 1951, 1961, 1966 and 1971 censuses of Canada. The first set of tables provides information on the population of Guelph per se. In remaining tables, comparisons are made between different areas within the city.

The comparisons are restricted to developments occurring between 1961 and 1971 as information on the basis of census tracts is not available prior to 1971. For this study, 1961 enumeration areas were combined to conform with 1971 tract boundaries. While information on all relevant variables could not be obtained in this fashion, the procedure did facilitate some understanding of trends over a ten-year period.

In a number of cases, tables do not total 100%.

This is due to inconsistencies in census data itself.



## LEGEND — LÉGENDE

CT 6 = CBD

CT — S.R.

STREETS — RUES

## SCALE — ÉCHELLE

1/2	0	1/2	1
IN MILES			
IN KILOMETRES	0	1/2	1
1/2			
EN MILLES			
EN KILOMETRES			

TABLE 1

Urban Population Growth and Change\*

	1941	1951	1961	1971
Canada	6,252,416*	7,941,222	11,068,848	16,410,785
Ontario	2,338,633	2,753,226	3,620,736	6,343,680
Guelph	23,273	27,386	39,838	60,210

	1941-51	1951-61	1961-71
Canada	27.01%	39.39%	48.26%
Ontario	17.73	31.51	75.20
Guelph	17.67	45.47	50.84

\* All absolute figures are expressed in terms of definitions used in censuses prior to 1951.

TABLE 2

Religious Denomination By Census Year

<u>Denomination</u>	<u>1941</u>	<u>1951</u>	<u>1961</u>	<u>1971</u>
Anglican	22.93%	22.20%	15.98%	15.56%
Baptist	5.95	5.05	3.67	4.14
Greek Orthodox	0.27	0.42	0.56	0.77
Salvation Army	1.02	1.02	0.72	0.82
Jewish	0.72	0.73	0.57	0.62
Lutheran	1.56	1.82	2.15	2.82
Pentecostal	0.20	0.25	0.44	0.54
Presbyterian	15.75	15.34	12.96	13.25
Roman Catholic	24.34	26.67	29.58	34.09
Ukrainian Catholic	0.24	0.23	0.19	0.36
United Church	25.35	24.99	20.48	19.73
Other	1.57	1.28	12.70	2.10
No Religion	0.11	0.00	0.00	5.20

TABLE 3

Ethnic Populations

<u>Ethnicity</u>		1941	1951	1961	1971
British	Total	79.23%	75.38%	67.45%	67.30%
	Male	37.27	35.86	32.22	32.53
	Female	41.96	40.52	35.23	34.77
German	Total	5.25	6.24	7.46	6.90
	Male	2.41	3.07	3.63	3.45
	Female	2.84	3.17	3.83	3.45
French	Total	2.74	2.22	2.35	3.30
	Male	1.25	0.84	1.01	1.74
	Female	1.49	1.38	1.34	1.56
Hungarian	Total	0.85	0.41	0.90	0.77
	Male	0.52	0.24	0.51	0.42
	Female	0.33	0.17	0.39	0.35
Italian	Total	5.65	6.64	10.39	10.31
	Male	2.94	3.54	5.38	5.39
	Female	2.71	3.10	5.01	4.92
Jewish	Total	0.77	0.53	0.41	0.72
	Male	0.38	0.29	0.21	0.42
	Female	0.39	0.24	0.20	0.30
Netherland	Total	1.01	1.09	3.01	2.83
	Male	0.50	0.49	1.54	1.53
	Female	0.51	0.60	1.47	1.40
Polish	Total	1.78	1.76	2.05	0.73
	Male	0.96	1.01	1.04	0.91
	Female	0.82	0.75	1.01	0.82
Ukrainian	Total	0.47	0.81	0.81	0.85
	Male	0.30	0.39	0.41	0.42
	Female	0.17	0.42	0.40	0.43
Other Europe	Total	1.55	1.81	3.11	1.35
	Male	0.84	0.94	1.57	0.67
	Female	0.71	0.87	1.54	0.68
Asiatic	Total	0.41	0.25	0.21	0.61
	Male	0.25	0.16	0.11	0.32
	Female	0.16	0.09	0.10	0.29
Other Races	Total	0.32	1.85	1.89	3.22
	Male	0.15	0.85	0.88	1.76
	Female	0.17	1.00	1.01	1.46

TABLE 4

Population by Occupation

Occupation Category*	1941	1951	1961	1971
Managerial	8.32	8.23	7.91	4.19
Professional/tech.	4.07	9.34	12.16	11.01
Clerical	9.20	11.82	13.47	15.46
Sales	5.71	7.28	7.68	9.66
Service & Recreation	16.15	10.18	9.71	11.53
Transportation & Communication	4.37	6.25	4.42	
Farmers and Farm Workers	1.33	0.95	1.09 )	
Logging/Fishing/Hunting	0.00	--	-- )	1.49
Mining Quarrying	.02	.06	.09 )	
Craft, industrial; and related workers	42.70	38.69	32.76	
Labourers	7.86	6.37	4.88	6.30
Not Stated	0.17	0.60	2.19	

\* 1961 definition

Given changing definitions, it was impossible to classify a great number of 1971 occupations using former definitions.

TABLE 5

Occupied Dwelling by Type, Tenure and Length of Occupancy

Type	1941	1951	1961	1971
Single Detached	68.54%	68.12%	70.57%	61.95%
Single Attached	10.99	11.75	9.48	8.42
Apartment or Flats	19.89	19.70	19.94	29.62
<u>Tenure</u>				
Owner	45.11	60.80	70.65	62.98
Tenants	54.83	39.21	29.34	37.02
<u>Length of Occupancy</u>				
Less than 1 year	NO RECORD FOUND	16.63	15.35	21.50
1 - 2 years		15.05	16.93	17.03
3 - 5 years		38.14	19.93	15.06
6 - 10 years		30.89	19.65	15.83
10 years+		19.21	28.32	31.12

TABLE 6

Total Population by Marital Status - 1971

Census Tracts	Single	Married	Widowed
1	49.57%	48.72%	1.71%
2	45.58	50.35	4.07
3	50.50	44.62	4.88
4	52.40	46.40	1.20
5	48.23	47.12	4.66
6	46.30	42.96	10.74
7	45.49	46.66	7.85
8	44.15	50.00	5.85
9	42.31	54.07	3.62
10	46.99	51.09	1.91
11	45.60	46.29	8.13
12	45.35	46.85	7.81
13	47.67	50.00	2.33
All Tracts	47.24%	47.92%	4.83%

TABLE 7

Household by number of persons per household  
(1961 and 1971)

	Census Tracts	One		Two		Three		Four-Five		Six-Nine		Ten plus	
		1961	1971	1961	1971	1961	1971	1961	1971	1961	1971	1961	1971
1	17.52%	6.32%	30.66%	23.68%	23.36%	20.00%	19.71%	38.42%	8.76%	11.05%	0.0	%	- %
2	6.09	12.40	27.92	29.46	20.81	15.89	36.04	32.17	8.88	10.08	0.25		0.39
3	7.56	11.97	25.29	28.16	18.37	18.45	30.76	28.86	17.00	14.24	1.01		0.97
4	1.81	2.63	14.46	17.54	22.89	20.18	42.77	42.98	17.47	16.23	0.60		0.88
5	5.13	11.46	19.93	23.90	18.38	18.29	39.86	32.68	16.29	13.41	0.42		0.49
6	23.51	39.09	30.29	29.09	15.32	15.45	20.94	10.00	9.47	4.55	0.47		-
7	13.19	22.37	25.68	29.47	22.07	17.05	27.55	21.32	10.76	9.74	0.76		0.26
8	7.29	13.60	24.97	31.06	10.16	20.50	32.59	24.47	15.45	8.70	0.74		-
9	5.97	13.90	25.37	34.76	19.10	16.05	42.41	27.81	10.75	7.49	0.30		0.53
10	1.34	5.63	10.70	25.63	16.31	24.06	45.99	35.63	25.13	9.38	0.53		0.31
11	5.28	15.46	14.26	32.42	9.27	18.95	13.80	23.69	5.18	8.98	0.18		0.50
12	5.73	13.31	29.44	28.67	17.42	17.75	32.53	31.06	8.93	9.22	0.22		0.34
13	1.01	4.48	15.20	21.27	23.82	20.90	45.10	17.52	14.19	4.94	0.68		0.37

TABLE 8

Population by Occupation - 1971  
Occupation Categories  
 (by percentage)

Census Tracts	Group 11	Group 27	Group 31	Group 21,23	Group 41	Group 25,33	Group 61	Group 51	Group 71,73	Group 75,77	Group 81/82	Group 83,85	Group 87	Group 91	Other
1	7.64	12.10	5.41	9.24	15.29	11.78	9.55	1.91	2.23	8.92	3.50	1.27	3.82		
2	7.89	11.58	6.58	10.53	12.11	11.84	9.21	2.11	1.84	5.79	3.68	1.84	5.00		
3	1.94	2.16	2.59	2.37	10.34	7.11	13.79	1.29	9.91	21.55	6.68	4.31	7.97		
4	5.70	7.98	4.27	5.13	15.10	7.41	11.40	0.85	6.84	14.81	7.41	1.42	5.41		
5	3.31	5.11	4.36	4.36	16.39	10.08	10.98	1.80	5.86	15.94	4.81	2.11	6.77		
6	-	2.29	4.58	2.29	9.92	5.34	16.79	0.76	6.87	16.03	3.82	3.05	9.16		
7	3.39	5.58	3.59	6.57	14.34	7.57	14.74	1.99	4.38	17.53	4.78	3.19	6.18		
8	2.19	3.51	0.88	5.70	15.35	6.58	11.84	0.88	6.58	12.72	4.82	4.39	9.65		
9	4.42	7.48	6.46	6.80	20.75	9.52	7.14	0.68	5.44	11.22	4.08	2.72	6.46		
10	2.26	4.53	6.42	6.04	16.42	9.81	11.13	1.51	6.23	13.02	7.74	2.08	6.42		
11	4.22	5.06	6.24	4.89	17.20	11.97	11.13	1.18	3.71	15.51	3.54	2.53	5.90		
12	4.40	2.86	9.67	6.81	15.38	10.33	12.97	1.98	3.96	12.53	5.93	1.76	6.15		
13	5.92	5.69	4.56	7.29	19.36	11.39	10.93	0.68	2.96	15.03	3.42	2.73	6.15		
All Tracts	4.19	5.76	5.25	6.04	15.46	9.66	11.53	1.49	5.05	14.67	5.07	2.52	6.30		

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continued...

TABLE 8 con't

Group 11 - Managerial, Administrative and Related Occupations	Group 81/82 - Processing Occupations
Group 27 - Teaching and Related Occupations	Group 83 - Machining and Related Occupations
Group 31 - Occupations in Medicine and Health	Group 85 - Product Fabricating, Assembling and Repairing Occupations
Group 21 - Occupations in Natural Sciences, Engineering and Mathematics	Group 87 - Construction Trades Occupations
Group 23 - Occupations in Social Sciences and Related Fields	Group 91 - Transport Equipment Operating Occupations
Group 25 - Occupations in Religion	Other - Materials Handling and Related Occupations, n.e.c., Other Crafts and Equipment Operating Occupations and Occupations Not Elsewhere Classified.
Group 33 - Artistic, Literary, Recreational and Related Occupations	
Group 41 - Clerical and Related Occupations	
Group 51 - Sales Occupations	
Group 61 - Service Occupations	
Group 71 - Farming, Horticultural and Animal Husbandry Occupations	
Group 73 - Fishing, Hunting, Trapping and Related Occupations	
Group 75 - Forestry and Logging Occupations	
Group 77 - Mining and Quarrying including Oil and Gas Field Occupations	

TABLE 9

Labour Force by Class of Worker - 1971

Census Tracts	Wage Earners	Self Employed
1	94.92%	3.81%
2	93.42	5.00
3	95.47	3.88
4	94.59	3.99
5	95.34	3.01
6	96.18	2.29
7	94.82	4.18
8	97.37	2.63
9	96.25	2.73
10	95.67	3.95
11	94.78	4.71
12	95.18	4.17
13	95.22	3.87
All Tracts	95.10%	3.78%

TABLE 10

## Population by Household Income per Census Tract - 1971

Income Categories

Census Tracts	Under \$1,000	\$1,000-\$2,999	\$3,000-\$4,999	\$5,000-\$6,999	\$7,000-\$9,999	\$10,000-\$14,999	\$15,000-\$19,999	\$20,000 & Over
1	2.09%	3.66%	6.28%	6.28%	17.80%	32.98%	16.75%	14.14%
2	2.33	5.81	6.98	10.47	16.28	21.71	19.38	17.05
3	1.95	11.36	12.66	15.91	27.92	21.10	6.49	2.60
4	1.31	1.75	8.30	10.48	26.64	38.43	8.73	4.37
5	1.47	6.60	5.62	12.71	24.69	32.27	8.31	8.31
6	6.42	23.85	22.94	15.60	17.43	9.17	2.75	1.83
7	1.58	11.58	13.42	16.58	23.16	22.37	6.05	5.26
8	1.84	11.04	11.66	9.82	33.13	23.93	6.13	3.07
9	1.60	3.21	5.88	13.90	24.06	35.83	11.23	4.28
10	1.26	6.31	7.26	11.67	25.55	33.75	10.41	3.79
11	2.75	9.25	11.00	13.50	22.50	27.00	9.25	4.75
12	1.70	10.20	7.48	13.27	22.45	26.19	10.88	7.82
13	0.37	3.37	4.87	10.86	22.10	34.08	15.73	8.61
All Tracts	1.82%	7.94%	9.05%	12.66%	23.51%	28.06%	10.19%	6.47%

TABLE 11

Highest Level of Schooling - 1971  
(5 yrs. of age and over)

Census Tracts	Less than Gr. 9	Gr. 9-10	Gr. 11	Gr. 12-13	Some Univ.	Univ. Degree
1	31.19%	18.65%	7.67%	20.69%	8.93%	12.54%
2	31.46	14.61	7.49	20.72	9.49	16.35
3	58.04	22.04	6.49	8.44	3.29	1.69
4	45.52	18.41	7.57	18.41	5.04	4.75
5	44.82	20.21	7.16	17.90	5.00	4.85
6	45.63	24.21	4.37	11.51	8.33	6.35
7	42.02	20.25	7.35	16.91	6.49	5.83
8	46.44	21.55	7.95	16.53	5.02	2.51
9	30.29	19.43	9.14	26.48	5.71	8.95
10	35.57	23.37	8.38	20.89	6.10	6.00
11	37.08	21.55	8.84	22.54	4.21	5.70
12	38.77	19.39	8.05	22.99	5.19	5.61
13	38.87	19.93	9.08	21.82	5.32	5.09
All Tracts	40.96%	20.32%	7.78%	18.98%	5.71%	6.25%

TABLE 12

Occupied Dwelling by Length of Occupancy - 1971

Census Tracts	Less than 1 yr.	1-2 yrs.	3-5 yrs.	6-10 yrs.	10+ yrs.
1	28.00%	22.00%	13.00%	15.00%	22.00%
2	19.00	15.00	14.00	21.00	32.00
3	15.00	14.00	11.00	13.00	47.00
4	28.00	30.00	29.00	9.00	4.00
5	16.00	11.00	14.00	18.00	41.00
6	26.00	11.00	15.00	21.00	27.00
7	21.00	15.00	14.00	18.00	33.00
8	18.00	11.00	8.00	15.00	48.00
9	29.00	24.00	20.00	16.00	12.00
10	31.00	24.00	18.00	11.00	14.00
11	19.00	14.00	13.00	14.00	41.00
12	16.00	14.00	16.00	19.00	34.00
13	17.00	24.00	14.00	18.00	27.00
All Tracts	21.50%	17.03%	15.06%	15.83%	31.12%

TABLE 13

Occupied Dwellings by Tenure - 1971

Census Tracts	Owner-Occupied	Tenant-Occupied
1	73.16%	26.32%
2	72.87	27.13
3	68.83	31.82
4	62.01	38.43
5	71.88	28.12
6	14.55	84.55
7	51.05	48.95
8	71.43	27.95
9	45.99	54.01
10	52.81	47.19
11	65.75	34.25
12	64.85	35.15
13	76.40	23.97
All Tracts	62.98%	37.02%

TABLE 14

Occupied Dwellings by Type - 1971

Census Tracts	Single Detached	Single Attached	Apartment (Flats)
1	75.25%	7.37%	17.37%
2	74.81	2.71	22.48
3	70.45	11.36	17.86
4	64.63	11.79	23.58
5	76.04	4.16	20.05
6	12.73	13.64	71.82
7	41.58	15.53	42.89
8	73.29	4.97	21.12
9	43.32	11.76	44.92
10	45.94	11.88	42.19
11	64.00	5.77	30.00
12	65.53	3.75	30.72
13	73.78	7.87	18.73
All Tracts	61.95%	8.42%	29.62%

TABLE 15

Occupied Dwelling by Period of Construction - 1971

Census Tracts	Before 1946	After 1960
1	18.71%	81.29%
2	36.11	63.89
3	94.94	5.06
4	5.71	93.81
5	63.59	36.41
6	99.05	0.95
7	87.14	12.86
8	80.49	19.51
9	13.29	86.71
10	7.92	92.08
11	83.10	16.90
12	43.27	56.73
13	4.65	95.35
All Tracts	52.81%	47.19%

TABLE 16

Families by Number of Children - 1971

Census Tracts	0	1	2	3-4	5+
1	26.74%	20.35%	26.16%	22.09%	4.65%
2	34.70	17.81	23.74	21.00	3.20
3	34.22	21.29	17.87	19.81	7.60
4	18.55	20.36	27.60	25.34	7.24
5	28.90	20.96	21.25	23.80	5.38
6	46.43	28.57	12.50	10.71	5.36
7	40.22	19.93	18.45	16.97	4.80
8	36.84	24.81	17.29	17.29	4.51
9	38.96	20.13	22.73	15.58	2.60
10	27.46	25.08	24.75	18.98	3.05
11	38.66	23.64	17.57	15.65	4.79
12	32.64	21.34	21.76	20.50	3.77
13	24.22	23.05	25.39	23.44	3.91
All Tracts	31.93%	21.71%	21.74%	20.01%	4.62%

TABLE 17

Children in Families by age - 1971

Census Tracts	Under 6	6-14	15-18	19-24
1	25.59%	45.45%	18.86%	10.10%
2	23.33	46.97	17.58	12.12
3	26.79	47.58	15.01	10.62
4	34.58	48.90	10.79	5.73
5	22.37	46.71	17.93	12.99
6	28.79	34.85	19.70	16.67
7	26.33	44.68	17.82	11.17
8	22.99	45.45	19.25	12.30
9	28.50	48.00	14.50	9.00
10	33.70	44.35	13.91	8.04
11	23.45	43.91	18.39	14.25
12	21.68	47.15	19.24	11.92
13	25.34	49.34	16.67	8.45
All Tracts	26.44%	46.43%	16.55%	10.58%

TABLE 18

Population by Ethnicity for 1961 and 1971

Census Tracts	British Isles		French		German		Italian		Dutch	
	1961	1971	1961	1971	1961	1971	1961	1971	1961	1971
1	75.56%	73.10%	3.21%	1.86%	6.17%	7.01%	2.22%	4.15%	1.48%	3.43%
2	78.67	72.39	2.37	1.39	4.28	4.99	2.75	3.13	1.76	5.92
3	51.82	53.52	2.17	5.08	4.68	5.90	28.51	27.70	2.30	1.48
4	67.36	61.11	3.55	4.44	9.16	6.28	8.57	12.13	1.62	4.33
5	63.93	62.95	2.00	2.35	6.42	10.18	15.06	20.57	2.44	1.59
6	72.94	71.10	2.63	2.54	6.25	5.43	5.73	5.80	2.95	2.17
7	63.85	68.89	2.86	3.73	7.65	8.44	9.42	7.02	3.21	3.37
8	67.71	67.18	3.18	4.27	8.44	8.35	8.34	9.13	4.07	3.50
9	74.62	68.69	1.00	3.11	9.43	10.32	3.59	3.46	4.01	3.29
10	69.05	65.69	4.68	4.29	6.42	7.03	11.04	9.46	2.58	3.92
11	74.92	75.54	2.15	3.24	9.76	8.33	2.99	4.55	3.89	1.54
12	73.33	69.81	1.25	3.08	8.00	5.86	6.30	9.33	3.36	1.79
13	77.86	71.60	1.70	2.72	8.69	6.04	3.05	4.23	2.25	3.42

continued...

TABLE 18 - Cont'd

## Population by Ethnicity for 1961 and 1971

Census Tracts	1961	1971	Polish		Russian		Scandinavian		Ukrainian		Other	
			1961	1971	1961	1971	1961	1971	1961	1971	1961	1971
1	2.22%	1.86%	0.99%	0.14%	0.74%	0.72%	0.74%	0.57%	6.67%	4.15%		
2	0.69	0.70	0.84	-	2.29	1.16	1.30	1.51	5.05	2.55		
3	3.21	1.89	0.19	0.08	0.30	0.08	1.31	0.66	5.50	1.47		
4	2.07	2.28	0.00	0.22	0.74	0.76	0.30	0.87	5.32	1.41		
5	3.08	1.86	0.26	0.14	0.47	0.14	1.67	1.38	4.67	1.56		
6	1.34	0.36	0.12	-	0.12	0.36	0.27	0.72	7.66	5.08		
7	1.21	1.60	0.35	0.18	0.53	0.27	0.70	0.53	10.21	1.51		
8	1.89	1.36	0.07	-	0.50	1.75	0.60	0.58	5.23	0.97		
9	3.01	0.52	0.08	-	0.42	1.73	0.50	0.69	3.34	2.60		
10	1.74	1.28	0.00	0.27	0.06	0.36	0.18	0.64	4.26	2.19		
11	1.40	0.93	0.18	-	0.75	0.69	0.50	0.46	3.46	1.39		
12	1.77	3.38	0.24	0.10	1.00	0.30	0.55	0.89	3.98	2.08		
13	1.91	2.92	0.04	-	0.68	0.30	0.47	1.21	3.35	2.92		

TABLE 19

## Population by Religion For 1961 and 1971

Census Tracts	Anglican		Baptist		Greek Orthodox		Jewish		Lutheran		Pentecostal
	1961	1971	1961	1971	1961	1971	1961	1971	1961	1971	1971
1	16.05%	15.21%	1.73%	4.52%	2.96%	0.45%	0.00%	0.90%	0.99%	4.22%	0.00%
2	17.22	16.08	4.87	3.96	0.07	1.43	5.01	2.97	3.13	2.97	0.22
3	15.18	14.42	2.95	3.71	0.59	0.08	0.13	-	2.09	1.43	0.61
4	20.96	16.38	2.10	4.18	0.00	0.68	0.30	0.79	2.25	2.49	0.00
5	16.91	17.14	3.56	5.07	0.57	0.21	0.89	0.21	1.86	2.21	0.62
6	23.04	13.90	3.60	1.93	1.38	2.70	0.46	0.39	1.76	0.77	0.54
7	16.63	16.40	3.83	2.92	0.85	1.23	0.41	0.19	2.50	1.70	0.25
8	17.56	16.84	3.32	2.05	0.23	1.03	0.07	-	1.59	3.49	0.50
9	19.34	14.26	4.54	5.42	0.67	0.54	0.00	0.18	4.21	5.42	0.93
10	18.08	16.03	5.11	2.78	0.13	0.58	0.00	0.77	0.87	3.65	0.54
11	18.05	13.59	5.13	4.34	0.56	0.71	0.88	0.71	2.45	3.79	0.46
12	18.61	18.26	5.41	5.39	0.87	1.14	0.35	0.31	4.89	3.01	0.24
13	17.52	15.05	5.19	5.68	0.00	1.16	0.68	0.63	2.11	2.53	0.80



## **APPENDIX B**

### **SAMPLING AND FREQUENCY DISTRIBUTIONS**



## SAMPLING AND FREQUENCY DISTRIBUTIONS

The sample that provides information for the remaining tables derives from a mail-out survey of 5,000 Guelph residents carried out in January 1974. Individuals included in the sample were chosen from November 1972 federal voters lists for the city of Guelph.

Because of the 13-month gap between compilation of the voters' lists and the sample selection, 519 questionnaires were returned unopened which means, 10.38% of individuals chosen for the sample had moved. There is no way of knowing whether these people remained in Guelph or moved elsewhere.

The way in which the sample was chosen puts obvious limitations on the types of inferences that can be made from survey data. Most importantly, generalizations apply only to those who were eligible to vote in the 1972 federal election and had resided in the same place since that date.

Further limitations are imposed by the response rate of 1,721. Excluding the 519 questionnaires unopened and returned, the overall response rate was  $1721/(5000 - 519)$  or 38.41%. More important than the actual response rate however, is the extent to which returns can be judged representative of individuals eligible to vote in the 1972 federal election.

One way of determining the extent to which a sample is representative of a population is to compare sample characteristics with population characteristics and, in this case, it was possible to compare age characteristics of sample respondents with census materials collected in the previous year (1971).

Unfortunately, there was not a complete correspondence between census categories and questionnaire categories. Still, if the questionnaire divisions are used as a basis of comparison, there is a high degree of correspondence -- overlaps and time lags notwithstanding. Indeed, the three-year time lag itself may be responsible for observed discrepancies.

Although it was not possible to compare other variables, on the basis of the comparison made it is fairly safe to conclude that survey data collected is reasonably representative of Guelph residents eligible to vote in the 1972 federal election.

Excluded, then, are those under 18 in 1972 and those who are neither Canadian citizens nor British subjects, and do not have the vote. All others are represented in the sample.

GUELPH CENTRAL BUSINESS DISTRICT

The following statements and questions refer to some aspects of the Long Range development of the Central Business District of Guelph, referred to as the C.B.D.

Please indicate to what extent you agree or disagree with each statement by checking the appropriate box. If you have reservations and wish to comment further, please do so in addition to checking the most appropriate response.

The C.B.D. (Central Business District) is defined as that area bounded by Dublin Street on the west, London Road on the north, and the Speed River on the east and south.

	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
1. The C.N.R. crossing of Wyndham Street poses a "psychological" or physical barrier to the southerly extension of the C.B.D. (Central Business District).	15.8	35.3	12.1	30.9	5.8
If you have reservations, please comment:	<hr/>				
2. The area adjacent to Guelph Public Library should be reserved for development of cultural facilities for the people of Guelph (museums, music halls, theatres, etc.).	23.4	43.7	11.2	17.0	4.6
If you have reservations, please comment:	<hr/>				
3. An area of land at the junction of the Speed and Eramosa Rivers should be reserved as one possible site for a Guelph Cultural/Convention Centre to be considered along with other possible sites either within or without the C.B.D.	16.4	48.4	21.2	9.8	4.0
If you have reservations, please comment:	<hr/>				
4. Additional pedestrian walkways and shopping malls should split the original city blocks into smaller shopping areas. (i.e. like the Court Yard).	11.0	29.1	12.0	36.2	11.2
If you have reservations, please comment:	<hr/>				
5. Construction in the C.B.D. should be limited to low rise buildings which should not exceed three or four stories in height.	23.0	36.9	8.0	24.3	7.7
If you have reservations, please comment:	<hr/>				
6. Through traffic interferes with the use and/or enjoyment of the C.B.D. and should be excluded (i.e. along Wyndham near St. George's Square).	18.2	29.7	7.8	35.4	8.7
If you have reservations, please comment:	<hr/>				

	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
7. Greater emphasis should be placed on the provision of public transportation (i.e. buses, etc.) and so lessen the need for increased provision for private vehicle transportation and parking.	<u>32.0</u>	<u>38.0</u>	<u>9.3</u>	<u>17.8</u>	<u>2.8</u>
<u>If you have reservations, please comment:</u> _____					
8. The existence of more adequate parking facilities would increase the amount of shopping which I do in the Central Business District.	<u>25.7</u>	<u>32.3</u>	<u>10.2</u>	<u>25.9</u>	<u>5.5</u>
<u>If you have reservations, please comment:</u> _____					
9. I give preference to stores which participate in the free parking program on municipal lots.	<u>15.5</u>	<u>23.2</u>	<u>20.4</u>	<u>34.9</u>	<u>5.4</u>
<u>If you have reservations, please comment:</u> _____					
10. Would you be prepared to park on the periphery of the C.B.D. and use a shuttle bus from the parking area to the shopping area?	Yes <u>37.6</u>	No <u>55.8</u>	Comments: _____		
_____					

1. Of the factors listed below check ( ) the four which you feel detract most from the C.B.D. of Guelph.

- |                                      |             |
|--------------------------------------|-------------|
| a. Pedestrian conditions             | <u>13.1</u> |
| b. Traffic congestion                | <u>43.7</u> |
| c. Distance to off-street parking    | <u>33.8</u> |
| d. Bus service                       | <u>18.0</u> |
| e. Lack of washroom facilities       | <u>65.0</u> |
| f. Lack of Variety stores            | <u>21.9</u> |
| g. Lack of Department stores         | <u>54.6</u> |
| h. Building conditions               | <u>29.3</u> |
| i. Visual appearance of store fronts | <u>35.2</u> |
| j. On-street parking on Wyndham St.  | <u>19.6</u> |
| k. Other (Please specify).           | <u>23.1</u> |

2. Check ( ) the most appropriate option for each of questions A, B. and C.

	<u>Question A</u>	<u>Question B</u>	<u>Question C</u>
	Where do you most frequently shop for convenience goods and services? (i.e. food & sundries, drugs, banking)	Where do you most frequently shop for major & minor items/comparison goods? i.e. (cars, furniture, clothes, etc.)	Where do you normally go to buy clothes, shoes, furniture, major items, etc.)
a. The Guelph C.B.D.	<u>24.8</u>	<u>54.1</u>	<u>30.6</u>
b. Shopping plazas and facilities outside the C.B.D. in Guelph	<u>81.3</u>	<u>16.8</u>	<u>12.0</u>
c. Kitchener-Waterloo	<u>3.0</u>	<u>22.0</u>	<u>26.0</u>
d. Hamilton	<u>0.5</u>	<u>2.7</u>	<u>3.1</u>
e. Toronto	<u>0.8</u>	<u>14.4</u>	<u>24.5</u>
f. Other (Please specify)	<u>0.4</u>	<u>2.3</u>	<u>7.4</u>

	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
13. I can purchase the goods and services I want in the C.B.D.	<u>5.2</u>	<u>38.6</u>	<u>6.6</u>	<u>36.2</u>	<u>12.9</u>

If you have reservations, please comment: \_\_\_\_\_

14. Do you prefer shopping in plazas rather than in downtown Guelph with its existing facilities?

Yes 64.6 No 30.6

- a. Why do you prefer this (these) shopping facility(ies)?

\_\_\_\_\_

15. How do you usually travel to the C.B.D. of Guelph?

8.5

walk 0.2  
bicycle 64.4  
car 10.4  
bus 11.3  
other (Please specify)

16. How would you prefer to travel to the C.B.D. of Guelph if you had a choice?

walk 10.1  
bicycle 1.6  
car 58.6  
bus 19.1  
other (Please specify) 5.9

Why do you prefer the mode of travel indicated?

12.6 27.4 14.2 29.1 16.3

If you have reservations, please comment: \_\_\_\_\_

18. High rise construction in the C.B.D. should be for mixed use purposes (i.e. for business offices, residential apartments for single, young married and elderly people with commercial malls at street level).

18.2 42.0 14.9 15.4 9.0

If you have reservations, please comment: \_\_\_\_\_

19. It is important that views of significant landmarks (such as the view of the Church of Our Lady) be protected. That is, future construction should not be permitted to block such views from strategic locations.

49.3 35.7 6.6 6.0 2.2

If you have reservations, please comment: \_\_\_\_\_

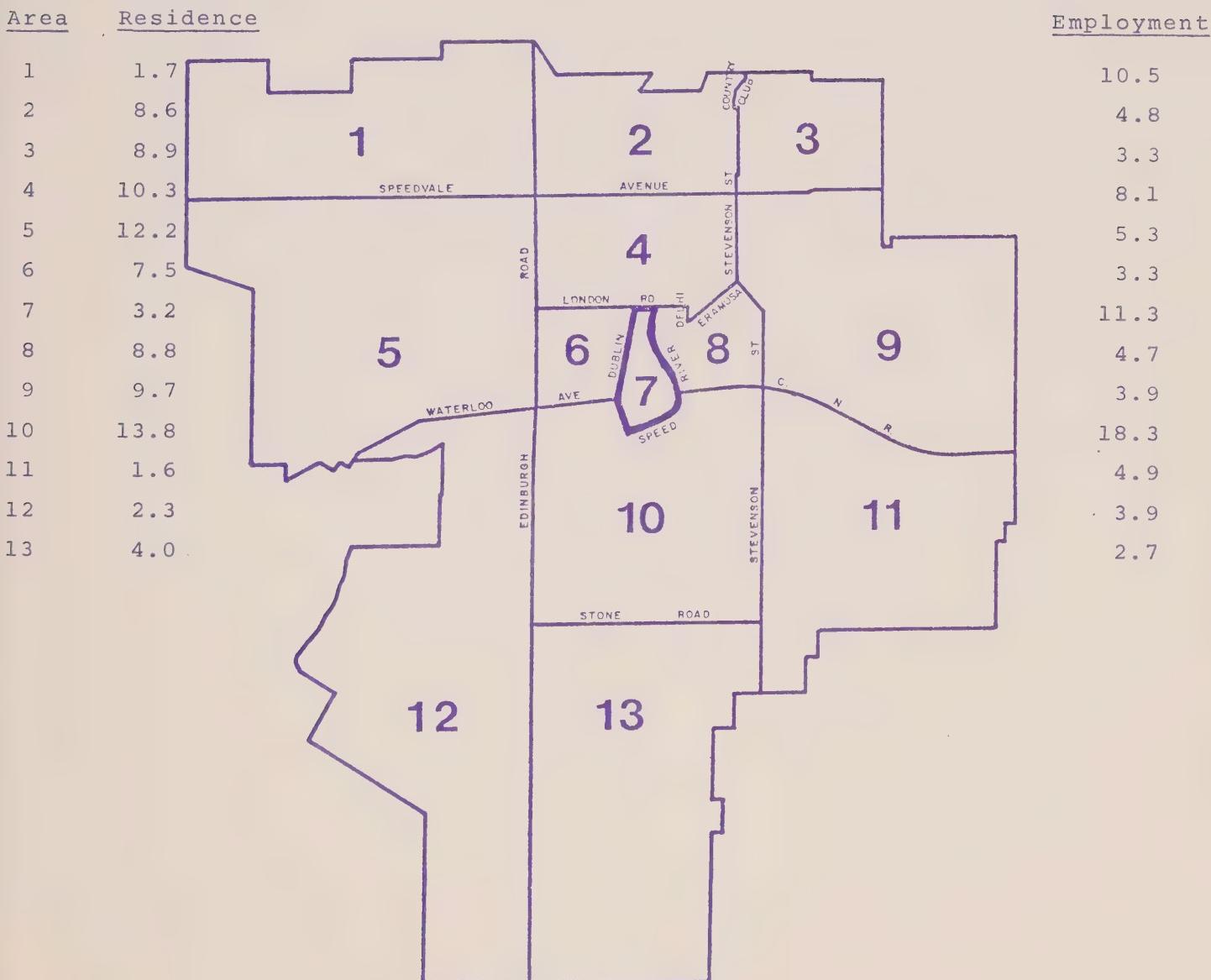
	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
St. George's Square should be developed as an open "people place" (primarily for use by pedestrians for their relaxation and/or outdoor social activity).	<u>26.1</u>	<u>32.6</u>	<u>10.3</u>	<u>22.6</u>	<u>8.2</u>
If you have reservations, please comment: _____					
The area along the Speed River should be developed for walkways, parks and people places with adjacent community social and recreational centre facilities.	<u>46.7</u>	<u>45.4</u>	<u>4.8</u>	<u>2.0</u>	<u>0.9</u>
If you have reservations, please comment: _____					
The existing stone building fronts along Wyndham Street should be preserved as a matter of high priority.	<u>27.2</u>	<u>33.8</u>	<u>13.9</u>	<u>18.4</u>	<u>6.1</u>
If you have reservations, please comment: _____					
The restoration of existing upper story windows (i.e. those presently boarded up or undraped, etc.) will significantly improve the appearance of the C.B.D.	<u>58.0</u>	<u>34.3</u>	<u>3.5</u>	<u>2.6</u>	<u>1.6</u>
If you have reservations, please comment: _____					
Some of the costs of restoration to the stone buildings referred to in statements 22 and 23 should be paid for out of the municipal budget.	<u>10.7</u>	<u>30.3</u>	<u>14.0</u>	<u>24.0</u>	<u>20.3</u>
If you have reservations, please comment: _____					
The provision of better hotel accommodations in the C.B.D. is of high importance.	<u>44.4</u>	<u>34.2</u>	<u>13.5</u>	<u>6.3</u>	<u>1.3</u>
If you have reservations, please comment: _____					
a) Have you personally experienced a need for better hotel accommodations in the C.B.D?	Yes <u>30.6</u>	No <u>65.4</u>	Comment: _____		
The Guelph municipal bus transfer point should be relocated from St. George's Square.	<u>16.4</u>	<u>17.8</u>	<u>17.9</u>	<u>33.5</u>	<u>13.1</u>
Do you have specific suggestions? If so, please comment: _____					

	<u>Strongly Agree</u>	<u>Agree</u>	<u>No Opinion</u>	<u>Disagree</u>	<u>Strongly Disagree</u>
27. There is need for an adequate hostel and recreation facility for youth in the C.B.D. (i.e. like Y.M.C.A.)	19.5	37.0	16.6	19.7	6.2

If you have reservations, please comment: \_\_\_\_\_

The map below divides the City of Guelph into 13 areas designated by number. Please study the map and determine the location of your home and place of work.

28. Indicate the number of the area corresponding to the part of Guelph in which you normally reside \_\_\_\_\_
29. Indicate the number of the area in which you are normally employed (i.e. work, school, etc.) \_\_\_\_\_



30. Indicate your approximate age by circling the appropriate age group below:

- |                 |      |                 |      |
|-----------------|------|-----------------|------|
| a) 20 and under | 3.0  | g) 46 to 50     | 10.6 |
| b) 21 to 25     | 9.1  | h) 51 to 55     | 10.2 |
| c) 26 to 30     | 9.7  | i) 56 to 60     | 8.1  |
| d) 31 to 35     | 10.0 | j) 61 to 65     | 7.2  |
| e) 36 to 40     | 7.8  | k) 66 to 79     | 9.1  |
| f) 41 to 45     | 10.8 | l) 80 and above | 3.8  |

31. What is your sex? male 45.4 female 52.0

32. What is your present marital status? single 13.5 married 76.8 other (please specify) 0.9

33. Indicate your present occupation by circling the most appropriate category listed below.

- |  |      |
|--|------|
| a) housewife   | 27.5 |
| b) student   | 5.6  |
| c) professor/teacher   | 5.6  |
| d) businessman   | 6.4  |
| e) industrial manager  | 3.3  |
| f) industrial employee   | 12.1 |
| g) clerical/secretarial  | 9.6  |
| h) tradesman/technician (artisan, craftsman, salesman, etc.)   | 9.7  |
| i) social worker   | 1.6  |
| j) other professional (municipal administrator, engineer, doctor, lawyer, agriculturalist/horticulturist, educator, planner, etc.) | 10.6 |

34. Indicate how many years you have lived in Guelph by circling the most appropriate category listed below.

- |                      |      |
|----------------------|------|
| a) less than 3 years | 4.6  |
| b) 3 to 5 years      | 9.4  |
| c) 6 to 9 years      | 11.7 |
| d) 10 to 19 years    | 20.1 |
| e) 20 to 29 years    | 22.1 |
| f) 30 years or more  | 29.7 |

## **APPENDIX C**

## **ACCESS TABLES**



TABLE 20

Mode of Travel to C.B.D. by Area of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Walk	3.4	1.4	1.3	9.6	3.8	20.9	60.9	22.4	1.8	6.8	7.1	0.8	0.0	2.6
Car	62.1	77.0	76.6	57.1	69.5	48.8	20.0	49.3	77.8	62.9	46.4	71.2	88.4	53.8
Bus	13.8	6.8	9.7	11.9	14.8	6.2	1.8	8.6	11.4	9.7	25.0	10.4	2.9	25.6
Other	20.7	14.9	12.3	21.5	11.9	24.0	18.2	19.7	9.0	20.7	21.4	17.6	8.7	17.9
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	29	148	154	177	210	129	55	152	167	237	28	125	69	39

Chi-square = 384.93    df = 39    Significance = 0.00    Cramer's V = 0.27

TABLE 21

## Preferred Mode of Travel to C.B.D. by Area of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Walk	6.9	4.7	3.9	9.6	10.0	18.6	45.5	21.7	4.2	10.1	7.1	0.8	2.9	5.1
Car	58.6	62.3	67.5	57.6	61.0	42.6	27.3	42.1	69.5	58.6	39.3	64.0	68.1	56.4
Bus	20.7	14.9	20.1	18.1	21.9	24.8	9.1	18.4	18.0	15.2	28.6	24.8	21.7	12.8
Other	13.8	8.1	8.4	14.7	7.1	14.0	18.2	17.8	8.4	16.0	25.0	10.4	7.2	25.6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	29	148	154	177	210	129	55	152	167	237	28	125	69	39

Chi-square = 210.39 df = 39 Significance = 0.00 Cramer's V = 0.20

TABLE 22

Mode of Travel to C.B.D. by Age of Respondent

Age	20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-79	80
Walk	21.6	16.0	2.4	7.0	5.9	8.1	7.1	7.4	4.3	11.3	12.8	4.2
Car	45.1	57.1	77.8	72.1	75.6	73.7	66.5	64.6	67.9	51.6	44.2	41.7
Bus	17.6	11.5	7.2	7.0	8.9	4.3	9.9	11.4	10.0	12.9	17.3	33.3
Other	15.7	15.4	12.6	14.0	9.6	14.0	16.5	16.6	17.9	24.2	25.6	20.8
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	51	156	167	172	135	186	182	175	140	124	156	24

Chi-square = 122.19    df = 33    Significance = 0.00    Cramer's V = 0.27

TABLE 23

Mode of Travel to C.B.D. by Sex of Respondent

	<u>Male</u>	<u>Female</u>
Walk	6.5	10.1
Car	73.1	57.1
Bus	4.6	15.5
Other	15.7	17.3
Total	100%	100%
N	782	895

Chi-square = 71.24      df = 3  
 Significance = 0.00      Cramer's V = 0.21

TABLE 24

Mode of Travel to C.B.D. by Marital Status of Respondent

	<u>Single</u>	<u>Married</u>	<u>Widowed</u>	<u>Other</u>
Walk	18.5	6.4	12.5	8.7
Car	48.9	68.9	44.8	56.5
Bus	15.0	8.5	22.9	26.1
Other	17.6	16.3	19.9	8.7
Total	100%	100%	100%	100%
N	233	1322	96	23

Chi-square = 86.13      df = 9  
 Significance = 0.00      Cramer's V = 0.13

TABLE 25

Mode of Travel to C.B.D. by Occupation of Respondent

	Housewife	Student	Professor	Teacher	Businessman	Industrial	Trade	Clerical	Secretarial	Industri	Manager	Sales	Worker	Social	Profession	Retired	Other
Walk	8.2	22.9	4.2	6.3	0.0	7.2	9.7	6.0	11.1	6.6	17.3	9.6					
Car	56.3	38.5	75.0	72.1	83.9	72.6	67.3	69.5	70.4	76.9	49.4	51.9					
Bus	15.4	17.7	3.1	5.4	3.6	8.7	10.9	8.4	3.7	4.4	14.8	11.5					
Other	20.0	20.8	17.7	16.2	12.5	11.5	12.1	16.2	14.8	12.1	18.5	26.9					
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
N	474	96	96	111	56	208	165	167	27	182	81	52					

Chi-square = 126.42      df = 33      Significance = 0.00

TABLE 26

Mode of Travel to C.B.D. by Area of Employment

	1	2	3	4	5	6	7	8	9	10	11	12	13	0 to own home + to work + other travelled
Walk	5.0	4.9	0.0	9.3	4.4	14.0	12.8	22.2	3.0	10.2	2.4	7.5	4.3	11.3
Car	73.9	80.5	73.7	58.6	72.5	49.1	60.5	49.4	67.2	61.9	72.6	70.1	71.7	70.4
Bus	7.8	2.4	12.3	17.9	7.7	5.3	11.8	8.6	19.4	9.8	9.5	4.5	8.7	2.8
Other	13.3	12.2	14.0	14.3	15.4	31.6	14.9	19.8	10.4	18.1	15.5	17.9	15.2	23.3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	180	82	57	140	91	57	195	81	67	315	84	67	46	71

Chi-square = 119.61      df = 45      Significance = 0.00      Cramer's V = 0.15

TABLE 27

## Agreement Regarding Greater Use of Public Transit by Area of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Disagree	10.3	25.0	25.3	23.2	24.3	14.8	10.9	15.1	22.9	19.0	3.6	24.8	20.3	17.9
No Opinion	0.0	11.5	7.8	8.5	8.6	10.9	9.1	7.2	10.8	10.1	7.1	7.2	11.6	17.9
Agree	89.7	63.5	66.9	68.4	67.1	74.2	80.0	77.6	66.3	70.9	89.3	68.0	68.1	64.1
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	29	148	154	177	210	128	55	152	166	237	28	125	69	39

Chi-square = 36.56 df = 26 Significance = 0.08 Cramer's V = 0.10

TABLE 28

Agreement Regarding Greater Use of Public Transit by Age of Respondent

	$\leq 20$	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-79	$\geq 80$
Disagree	19.6	23.1	22.8	28.5	20.1	30.1	18.7	21.7	18.6	9.7	10.3	8.3
No Opinion	5.9	9.0	10.2	5.2	6.7	12.4	4.9	5.7	10.7	16.1	15.5	8.3
Agree	74.5	67.9	67.1	66.3	73.1	57.4	76.4	72.6	70.7	74.2	74.2	83.3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	51	156	167	172	134	186	182	175	140	124	155	24

Chi-square = 65.13 df = 22 Significance = 0.00 Cramer's V = 0.14

TABLE 29

Agreement Regarding Greater Use of Public Transit by Occupation of Respondent

		Occupation											
		Housewife	Student	Processor	Teacher	Businessman	Manager	Industrial	Clerical	Technician	Trade	Other	Retired
Disagree	19.0	12.5	18.8	27.9	36.4	15.9	24.8	26.9	11.1	20.3	16.0	21.2	
No Opinion	10.1	8.3	8.3	7.2	1.8	12.0	10.3	6.6	0.0	9.9	12.3	9.6	
Agree	70.8	79.2	72.9	64.9	61.8	72.1	64.8	66.5	88.9	69.8	71.6	69.2	
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
N	473	96	96	111	55	208	165	167	27	182	81	52	

Chi-square = 37.90    df = 22    Significance = 0.02    Cramer's V = 0.11

TABLE 30

Agreement Regarding Provision of Increased Parking and Shopping by Area of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Disagree	28.6	32.0	29.2	33.0	26.7	29.9	25.5	32.9	31.9	38.8	28.6	28.2	40.6	17.9
No Opinion	7.1	6.1	5.2	7.4	12.9	11.8	21.8	13.2	6.0	10.5	14.3	12.1	4.3	33.3
Agree	64.3	61.9	65.6	59.7	60.5	58.3	52.7	53.9	62.0	50.6	57.1	59.7	55.1	48.7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	28	147	154	176	210	127	55	152	166	237	28	124	69	39

Chi-square = 63.31      df = 26      Significance = 0.00      Cramer's V = 0.14

TABLE 31

Agreement Regarding Provision of Increased Parking and Shopping by Age of Respondent

	$\leq 20$	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-79	$\geq 80$
Disagree	39.2	32.1	33.7	29.7	30.6	34.1	32.0	29.7	34.3	30.9	27.1	26.1
No Opinion	11.8	10.9	6.0	8.1	3.7	6.5	5.0	10.9	12.9	20.3	14.8	43.5
Agree	49.0	57.1	60.2	62.2	65.7	59.5	63.0	59.4	52.9	48.8	38.1	30.4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	51	156	166	172	134	185	181	175	140	123	155	23

Chi-square = 71.33 df = 22 Significance = 0.00 Cramer's V = 0.15

TABLE 32

Agreement Regarding Provision of Increased Parking  
and Shopping by Sex of Respondent

	<u>Male</u>	<u>Female</u>
Disagree	31.3	31.8
No Opinion	8.2	11.8
Agree	60.5	56.5
Total	100%	100%
N	779	891

Chi-square = 6.40      df = 2  
 Significance = 0.04      Cramer's V = 0.06

TABLE 33

Agreement Regarding Provision of Increased Parking  
and Shopping by Marital Status

	<u>Single</u>	<u>Married</u>	<u>Widowed</u>	<u>Other</u>
Disagree	33.6	31.7	18.8	56.5
No Opinion	13.8	8.2	25.0	8.7
Agree	52.6	60.0	56.3	34.8
Total	100%	100%	100%	100%
N	232	1316	96	23

Chi-square = 42.87      df = 6  
 Significance = 0.00      Cramer's V = 0.11

TABLE 34

Agreement Regarding Provision of Increased Parking and Shopping by Occupation of Respondent

		Occupation																	
		Housewife	Student	Professor	Teacher	Businessman	Manager	Industrial	Secretary	Technician	Trade	Other	Retired	Professional	Social	Work	Other	Profession	Other
Disagree	30.1	47.9	37.5	27.3	38.2	19.2	32.1	25.3	51.9	43.1	31.3	21.2							
No Opinion	21.2	11.5	8.3	5.5	0.0	6.3	9.7	12.7	11.1	8.3	13.8	21.2							
Agree	57.7	40.6	54.2	67.3	61.8	74.5	58.2	62.0	37.0	48.6	55.0	57.7							
Total		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%							
N	472	96	96	110	55	208	165	166	27	181	80	52							

Chi-square = 81.46 df = 22 Significance = 0.00 Cramer's V = 0.15

TABLE 35

Agreement Regarding Provision of Increased Parking and  
Shopping by Length of Residence in Guelph

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Length of Residence in years

	<u>≤3</u>	3-5	6-9	10-19	20-29	<u>≥30</u>
Disagree	45.6	35.4	37.8	31.4	28.2	28.0
No Opinion	11.4	9.9	8.5	7.8	10.0	12.6
Agree	43.0	54.7	53.7	60.8	61.8	59.4
Total	100%	100%	100%	100%	100%	100%
N	79	161	201	344	380	507

---

Chi-square = 22.63      df = 10      Significance = 0.01  
 Cramer's V = 0.08

TABLE 36

Agreement Regarding Support of Stores Providing Free  
Parking by Area of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Disagree	34.5	53.7	42.5	39.2	37.0	42.5	25.5	41.1	44.0	39.0	39.3	39.2	46.3	17.9
No Opinion	10.3	13.6	18.3	22.7	24.0	18.1	41.8	26.5	16.3	19.9	25.0	13.6	19.4	30.8
Agree	55.2	32.7	39.2	38.1	38.9	39.4	32.7	32.5	39.8	41.1	35.7	47.2	34.3	51.3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	29	147	153	176	208	127	55	151	166	236	28	125	67	39

Chi-square = 55.76      df = 26      Significance = 0.00      Cramer's V = 0.13

TABLE 37

Agreement Regarding Support of Stores Providing Free Parking by Age of Respondent

	<20	20-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-79	>80
Disagree	39.2	41.9	39.2	47.1	44.0	49.2	45.1	44.3	36.7	26.4	30.3	25.0
No Opinion	25.5	25.2	18.1	14.7	13.4	19.5	20.3	18.4	24.5	22.3	23.9	41.7
Agree	35.3	32.9	42.8	38.2	42.5	31.4	34.6	37.4	38.8	51.2	45.8	33.3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	51	155	166	170	134	185	182	174	139	121	155	24

Chi-square = 48.95 df = 22 Significance = 0.00 Cramer's V = 0.12

TABLE 38

Agreement Regarding Support of Stores Providing Free Parking  
by Marital Status of Respondent

	<u>Single</u>	<u>Married</u>	<u>Widowed</u>	<u>Other</u>
Disagree	42.7	41.0	29.2	47.8
No Opinion	28.9	18.2	28.1	21.7
Agree	28.4	40.8	42.7	30.4
Total	100%	100%	100%	100%
N	232	1311	96	23

Chi-square = 26.49      df = 6

Significance = 0.00      Cramer's V = 0.09

TABLE 39

## Agreement Regarding Support of Stores Providing Free Parking by Occupation of Respondent

	Housewife	Student	Processor	Businessman	Managerial	Employer	Technical	Secretarial	Tradesman	Technician	Social	Other	Retired	Professional	Other	On
Disagree	35.9	42.6	39.6	46.4	56.4	36.5	52.4	38.8	37.0	50.0	24.7	32.7				
No Opinion	18.9	34.0	25.0	19.1	10.9	15.4	18.3	23.0	22.2	17.8	29.6	28.8				
Agree	45.2	23.4	35.4	34.5	32.7	48.1	29.3	38.2	40.7	32.2	45.7	38.5				
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
N	471	94	96	110	55	208	164	165	27	180	81	52				

Chi-square = 68.79 df = 22 Significance = 0.00 Cramer's V = 0.14

TABLE 40

Willingness to Park on Periphery by Area of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Yes	33.3	34.5	43.4	43.5	34.5	38.0	36.2	38.7	42.1	41.1	40.7	39.2	41.2	28.9
No	63.0	63.4	55.9	56.0	62.6	57.0	57.4	57.0	56.1	55.8	53.3	59.2	57.4	55.3
Other	3.7	2.1	0.7	0.6	2.9	5.0	6.4	4.2	1.8	3.0	0.0	1.7	2.2	15.8
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	27	142	152	168	206	121	47	142	164	231	27	120	68	38

Chi-square = 44.13      df = 26      Significance = 0.02      Cramer's V = 0.12

TABLE 41

Willingness to Park on Periphery by Age of Respondent

	$\leq 20$	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-79	$\geq 80$
Yes	52.0	45.4	42.4	44.0	40.9	33.7	44.9	38.2	35.9	36.8	28.0	9.5
No	46.0	53.3	55.8	56.0	57.6	65.7	53.4	58.8	61.1	58.8	64.3	66.7
Other	2.0	1.3	1.8	0.0	1.5	0.6	1.7	2.9	3.1	4.4	7.7	23.8
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	50	152	165	168	132	181	178	170	131	114	143	21

Chi-square = 85.64    df = 22    Significance = 0.00    Cramer's V = 0.16

TABLE 42

Willingness to Park on Periphery by Sex of Respondent

	<u>Male</u>	<u>Female</u>
Yes	39.6	38.7
No	59.2	57.5
Other	1.2	3.8
Total	100%	100%
N	763	850

Chi-square = 10.85      df = 2  
 Significance = 0.00      Cramer's V = 0.08

TABLE 43

Willingness to Park on Periphery by Marital Status

	<u>Single</u>	<u>Married</u>	<u>Widowed</u>	<u>Other</u>
Yes	41.3	38.8	36.6	47.8
No	56.5	59.3	52.4	47.8
Other	2.2	2.0	11.0	4.3
Total	100%	100%	100%	100%
N	223	1282	82	23

Chi-square = 27.77      df = 6  
 Significance = 0.00      Cramer's V = 0.09

TABLE 44

## Willingness to Park on Periphery by Occupation of Respondent

	Housewife	Student	Teacher	Businessman	Employee	Manager	Technician	Trade	Secretary	Other	Profession	Retired	Other
Yes	38.3	55.3	41.5	36.7	34.5	35.0	36.5	38.3	51.9	45.5	25.7	42.9	
No	57.9	42.6	55.3	61.5	63.6	63.5	61.6	61.1	44.4	53.4	68.9	42.9	
Other	3.8	2.1	3.2	1.8	1.8	1.5	1.9	0.6	3.7	1.1	5.4	14.3	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	449	94	94	109	55	200	159	162	27	176	74	49	

Chi-Square = 59.33 df = 22 Significance = 0.00 Cramer's V = 0.13

TABLE 45

Willingness to Park on Periphery of CBD by Length  
of Residence in Guelph

	<u>Years</u>					
	<u>≤3</u>	3-5	6-9	10-19	20-29	<u>≥30</u>
Yes	40.8	48.7	41.4	44.6	38.0	31.8
No	57.9	48.7	56.6	53.9	60.4	63.6
Other	1.3	2.6	2.0	1.5	1.6	4.6
Total	100%	100%	100%	100%	100%	100%
N	76	154	198	336	371	481

Chi-Square = 30.45      df = 10      Significance = 0.00  
 Cramer's V = 0.10



## **APPENDIX D**

### **USE TABLES**



## USE TABLES

Many of the tables in this section are composite tables. Therefore, it would be misleading to always include the N on which analysis is based.

TABLE 46

Agreement that the C.B.D. Provides Adequate Shopping Facilities by Zone of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Disagree	44.8	50.0	49.4	51.1	47.6	48.8	59.3	44.7	51.2	49.8	35.7	51.2	59.4	30.8
No Opinion	6.9	6.1	7.8	8.0	6.7	9.4	3.7	5.9	3.0	4.2	14.3	4.0	5.8	30.8
Agree	48.3	43.9	42.9	40.8	45.7	41.7	37.0	49.3	45.8	46.0	50.0	44.8	34.8	38.5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	29	148	154	174	210	127	54	152	166	237	28	125	69	39

Chi-Square = 58.67      df = 26      Significance = 0.00      Cramer's V = 0.13

TABLE 47

Agreement that the C.B.D. Provides Adequate Shopping Facilities by Age

	$\leq 20$	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-79	$\geq 80$
Disagree	54.9	46.5	53.3	64.5	51.9	55.9	51.6	55.8	40.0	32.5	34.4	29.2
No Opinion	9.8	6.5	5.4	3.5	4.4	3.2	7.7	5.2	6.4	7.3	13.0	25.0
Agree	35.3	47.1	41.3	32.0	43.7	40.9	40.7	39.0	53.6	60.2	52.6	45.8
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	51	155	167	172	135	186	182	172	140	140	123	154

Chi-Square = 83.64      df = 22      Significance = 0.00      Cramer's V = 0.16

TABLE 48

Agreement that the C.B.D. Provides Adequate Shopping Facilities by Sex

	<u>Male</u>	<u>Female</u>
Disagree	49.0	49.7
No Opinion	5.8	7.2
Agree	45.2	43.2
Total	100%	100%
N	778	892

Chi-Square = 1.68      df = 2  
Significance = 0.43      Cramer's V = 0.03

TABLE 49

Agreement that the C.B.D. Provides Adequate Shopping Facilities by Marital Status

	<u>Single</u>	<u>Married</u>	<u>Widowed</u>	<u>Other</u>
Disagree	48.5	50.9	28.4	52.2
No Opinion	7.3	6.2	9.5	0.0
Agree	44.2	42.9	62.1	47.8
Total	100%	100%	100%	100%
N	233	1316	95	23

Chi-Square = 19.86      df = 6  
Significance = 0.00      Cramer's V = 0.11

TABLE 50

Agreement that the C.B.D. Provides Adequate Shopping Facilities by Occupation

	Housewife	Student	Professor	Teacher	Businessman	Industrial	Employer	Secretary	Technician	Tradeسمان	Worker	Other	Retired	Professional	Social	Other	Profession	Technician	Tradeسمان	Worker	Other	Retired	Professional	Social	Other
Disagree	48.3	47.9	63.8	42.3	50.0	44.7	49.4	51.5	48.1	59.9	35.4	44.2													
No Opinion	8.9	7.3	3.2	1.8	3.6	4.8	4.3	8.4	0.0	6.0	10.1	13.5													
Agree	42.8	44.8	33.0	55.9	46.4	50.5	46.3	40.1	51.9	34.1	54.4	42.3													
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%													
N	472	96	94	111	56	208	164	167	27	182	79	52													

Chi-Square = 49.70 df = 22 Significance = 0.00 Cramer's V = 0.12

TABLE 51

Agreement that the C.B.D. Provides Adequate  
Shopping Facilities by Length of Residence  
in Guelph

	<u>Years</u>					
	<u>&lt;3</u>	3-5	6-9	10-19	20-29	<u>≥30</u>
Disagree	58.2	55.3	55.0	48.8	48.6	44.8
No Opinion	2.5	6.8	7.0	8.7	4.5	7.1
Agree	39.2	37.9	38.0	42.4	47.0	48.1
Total	100%	100%	100%	100%	100%	100%
N	79	161	200	344	381	507

Chi-Square = 19.48      df = 10      Significance = 0.04  
Cramer's V = 0.08

TABLE 52

Preference for Plaza Shopping by Zone of Residence

	1	2	3	4	5	6	7	8	9	10	11	12	13	Other
Yes	67.9	70.1	71.5	60.2	77.6	53.1	50.0	48.0	77.8	58.5	71.4	72.7	72.7	61.1
No	32.1	27.9	25.2	36.2	19.0	41.4	42.6	46.7	22.2	38.5	28.6	24.8	18.2	33.3
Other	0.0	2.0	3.3	3.4	3.3	5.5	7.4	5.3	0.0	3.0	0.0	2.5	9.1	5.6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	28	147	151	174	210	128	54	150	167	234	28	121	66	36

Chi-Square = 92.80      df = 26      Significance = 0.00      Cramer's V = 0.17

TABLE 53

Preference for Plaza Shopping by Age

	$\leq 20$	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-79	$\geq 80$
Yes	68.0	65.6	78.4	70.6	68.9	65.2	67.8	67.6	60.1	55.3	54.7	52.2
No	32.0	31.2	21.0	28.2	29.5	33.2	28.9	29.5	34.8	36.6	38.0	34.8
Other	0.0	3.2	0.6	1.2	1.5	1.6	3.3	2.9	5.1	8.1	7.3	13.0
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
N	50	154	167	170	132	184	180	173	138	123	150	23

Chi-Square = 56.44 df = 22 Significance = 0.00 Cramer's V = 0.13

TABLE 54

Preference for Plaza Shopping by Sex

	<u>Male</u>	<u>Female</u>
Yes	71.2	60.7
No	26.1	35.4
Other	2.7	4.0
Total	100%	100%
N	770	882

Chi-Square = 20.17      df = 2  
 Significance = 0.00      Cramer's V = 0.11

TABLE 55

Preference for Plaza Shopping by Marital Status

	<u>Single</u>	<u>Married</u>	<u>Widowed</u>	<u>Other</u>
Yes	57.4	68.4	46.7	78.3
No	39.6	28.5	45.7	21.7
Other	3.0	3.1	7.6	0.0
Total	100%	100%	100%	100%
N	230	1304	92	23

Chi-Square = 30.68      df = 6  
 Significance = 0.00      Cramer's V = 0.10

TABLE 56

## Preference for Plaza Shopping by Occupation

	Housewife	Student	Processor	Teacher	Businessman	Industrial	Employee	Secretary	Technician	Trade	Social	Worker	Other	Retired	Professional	Other	Retired	Other	Retired	Other
Yes	61.9	58.9	70.8	58.2	83.6	73.1	61.3	71.8	74.1	66.9	58.8	59.2								
No	34.0	37.9	25.0	36.4	16.4	26.4	36.8	27.0	22.2	28.7	30.0	34.7								
Other	4.1	3.2	4.2	5.5	0.0	0.5	1.8	1.2	3.7	4.5	11.3	6.1								
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%								
N	467	95	96	110	55	208	163	163	27	178	80	49								

Chi-Square = 52.19 df = 22 Significance = 0.00 Cramer's V = 0.12

TABLE 57

Preference for Plaza Shopping by Length of ResidenceYears

	<u>&lt;3</u>	3-5	6-9	10-19	20-29	<u>≥30</u>
Yes	57.7	74.5	67.7	70.0	65.0	60.9
No	37.2	24.2	29.7	27.7	32.6	33.5
Other	5.1	1.3	2.6	2.3	2.4	5.6
Total	100%	100%	100%	100%	100%	100%
N	78	157	195	343	380	501

Chi-Square = 24.10      df = 10      Significance = 0.01  
 Cramer's V = 0.12

TABLE 58

Shopping Preference by Marital Status

	Convenience Shopping			Comparison Shopping			Entertainment					
	S	M	W	0	S	M	W	0	S	M	W	0
(a) Guelph C.B.D.	29.6%	22.6%	41.7%	8.7%	54.1%	54.1%	52.2%	36.5%	36.5%	33.3%	39.1%	
(b) Shopping Plazas	71.2	84.2	67.7	91.3	11.6	17.7	13.5	34.8	8.6	12.9	11.5	4.3
(c) Kitchener-Waterloo	1.3	3.3	3.1	0.0	21.0	23.4	11.5	8.7	27.5	26.5	14.6	30.4
(d) Hamilton	0.0	0.6	0.0	0.0	4.3	2.3	1.0	4.3	3.0	2.9	1.0	13.0
(e) Toronto	0.9	0.9	0.0	0.0	18.5	13.8	9.4	13.0	24.5	25.2	12.6	21.7
(f) Other	0.9	0.3	1.0	0.0	2.1	2.5	1.0	0.0	4.7	7.6	7.3	8.7

Chi-Square = 142.66 df = 54 Significance = 0.00

S - Single  
 M - Married  
 W - Widowed  
 O - Other

TABLE 59

Shopping Preference by Length of Residence in Guelph  
(Years)

	<u>Convenience Shopping</u>					
	<u>≤3</u>	<u>3-5</u>	<u>6-9</u>	<u>10-19</u>	<u>20-29</u>	<u>≥30</u>
(a) Guelph C.B.D.	24.9%	19.9%	11.4%	24.3%	23.1%	30.1%
(b) Shopping Plazas	82.3	81.4	88.6	81.8	85.0	75.1
(c) Kitchener-Waterloo	0.0	5.6	1.0	2.4	1.8	4.9
(d) Hamilton	0.0	0.6	0.5	0.0	0.3	1.0
(e) Toronto	0.0	1.9	0.0	0.3	0.3	1.4
(f) Other	1.3	0.6	0.0	0.0	0.3	0.8

	<u>Comparison Shopping</u>					
	<u>≤3</u>	<u>3-5</u>	<u>6-9</u>	<u>10-19</u>	<u>20-29</u>	<u>≥30</u>
(a) Guelph C.B.D.	40.5%	41.0%	48.3%	52.0%	60.4%	58.9%
(b) Shopping Plazas	8.9	14.9	18.4	17.9	17.1	17.2
(c) Kitchener-Waterloo	26.6	26.7	26.4	26.0	19.4	17.6
(d) Hamilton	6.3	4.3	4.0	2.0	2.4	1.8
(e) Toronto	21.5	23.0	18.9	13.9	13.4	9.8
(f) Other	8.9	1.9	3.5	1.2	2.1	2.0

	<u>Entertainment</u>					
	<u>≤3</u>	<u>3-5</u>	<u>6-9</u>	<u>10-19</u>	<u>20-29</u>	<u>≥30</u>
(a) Guelph C.B.D.	30.4%	34.2%	27.4%	34.4%	30.7%	27.6%
(b) Shopping Plazas	12.7	11.2	9.0	9.5	13.4	14.9
(c) Kitchener-Waterloo	25.3	24.2	25.9	24.6	32.5	22.5
(d) Hamilton	6.3	1.9	4.0	4.0	1.8	2.7
(e) Toronto	26.6	29.8	32.3	26.9	21.5	19.8
(f) Other	5.1	6.2	10.4	6.9	7.6	7.0

Chi-Square = 238.2      df = 90      Significance = 0.00

TABLE 60

## Shopping Preference by Occupation

	Convenience Shopping			Comparison Shopping			Entertainment		
	Housewife	Student	Industrial	Housewife	Student	Industrial	Housewife	Student	Industrial
(a) Guelph C.B.D.	28.9%	22.9%	10.7%	58.9%	49.0%	50.0%	29.7%	40.6%	25.0%
(b) Shopping Plazas	80.8	76.0	91.1	15.2	8.3	23.2	11.6	9.4	19.6
(c) Kitchener-Waterloo	3.6	1.0	5.4	20.5	19.8	30.4	22.6	26.0	35.7
(d) Hamilton	0.4	0.0	0.0	1.7	3.1	5.4	2.5	5.2	3.6
(e) Toronto	0.2	1.0	0.0	12.9	26.0	12.5	23.8	19.8	23.2
(f) Other	0.2	1.0	0.0	2.3	4.2	3.6	8.2	6.3	8.9
(a) Guelph C.B.D.	22.2%	18.1%	26.1%	40.7%	49.5%	53.3%	40.7%	31.9%	29.7%
(b) Shopping Plazas	77.8	89.0	80.6	18.5	15.4	12.7	11.1	10.4	14.5
(c) Kitchener-Waterloo	3.7	1.6	2.4	14.8	23.1	29.7	22.2	25.3	30.3
(d) Hamilton	3.7	0.5	0.0	3.7	3.8	1.8	0.0	1.6	2.4
(e) Toronto	0.0	1.6	0.6	14.8	22.5	12.7	11.1	37.9	23.0
(f) Other	0.0	0.5	0.0	3.7	1.6	1.2	7.4	6.0	4.8

TABLE 60 - Cont'd

### Shopping Preference by Occupation

	Convenience Shopping		Comparison Shopping		Entertainment	
	Businessman	Employee	Businessman	Employee	Businessman	Employee
(a) Guelph C.B.D.	20.7%	21.9%	25.2%	54.8%	41.7%	62.2%
(b) Shopping Plazas	91.1	87.5	81.1	24.5	7.3	13.5
(c) Kitchener-Waterloo	1.4	1.0	1.8	37.5	22.5	26.0
(d) Hamilton	0.0	1.0	0.0	2.4	5.2	1.8
(e) Toronto	1.4	0.0	0.0	8.2	29.2	7.2
(f) Other	0.5	0.0	0.0	1.0	3.1	2.7
	Businessman	Employee	Businessman	Employee	Businessman	Employee
(a) Guelph C.B.D.	27.5%	32.1%	26.9%	52.7%	53.1%	59.6%
(b) Shopping Plazas	81.4	67.9	73.1	23.4	25.9	17.3
(c) Kitchener-Waterloo	3.0	8.6	5.8	19.0	13.6	11.5
(d) Hamilton	0.6	2.5	0.0	3.0	3.7	1.9
(e) Toronto	2.4	1.2	0.0	10.8	13.6	11.5
(f) Other	0.6	2.5	0.0	3.6	1.2	1.9

TABLE 61

Shopping Preference by Sex

	Convenience Shopping		Comparison Shopping		Entertainment	
	M	F	M	F	M	F
(a) Guelph C.B.D.	21.9%	27.0%	53.7%	54.1%	32.2%	29.1%
(b) Shopping Plazas	82.2	80.7	20.6	13.6	12.9	11.5
(c) Kitchener-Waterloo	2.8	3.0	19.8	24.2	26.2	25.8
(d) Hamilton	0.6	0.3	2.7	2.7	2.7	3.4
(e) Toronto	1.2	0.6	12.3	16.2	23.3	25.4
(f) Other	0.8	0.1	2.3	2.3	7.0	7.5

Chi-Square = 37.86    df = 18    Significance = 0.002

TABLE 62

Shopping Preference by Age

	Convenience Shopping						Comparison Shopping						Entertainment					
	20	21-25	26-30	31-35	36-40	41-45	46-50	51-55	56-60	61-65	66-70	71-75	76-80	81-85	86-90	91-95		
(a) Guelph C.B.D.	24.9%	18.6%	16.8%	14.5%	49.0%	48.7%	41.3%	42.4%	41.2%	38.5%	32.9%	27.9%						
(b) Shopping Plazas	68.6	84.0	86.8	90.1	9.8	14.7	19.2	17.4	5.9	7.1	7.8	13.4						
(c) Kitchener-Waterloo	2.0	0.6	1.2	1.7	27.5	21.8	29.9	32.0	33.3	39.1	34.1	36.6						
(d) Hamilton	0.0	0.0	0.0	0.0	2.0	4.5	2.4	4.1	5.9	1.9	3.6	3.5						
(e) Toronto	0.0	1.3	0.0	1.7	17.6	17.9	17.4	23.3	17.6	16.0	28.1	35.5						
(f) Other	2.0	0.0	0.0	0.0	0.0	4.5	3.6	2.3	7.8	4.5	6.6	2.9						
(a) Guelph C.B.D.	15.6%	25.3%	24.7%	26.9%	54.1%	55.9%	57.1%	57.1%	31.9%	25.3%	31.1%	31.4%						
(b) Shopping Plazas	88.9	82.3	83.5	83.4	28.9	13.4	15.4	15.4	18.5	8.1	16.5	14.3						
(c) Kitchener-Waterloo	1.5	2.7	3.3	2.9	21.5	25.3	23.1	24.6	24.4	31.2	20.3	26.3						
(d) Hamilton	0.0	0.5	0.0	0.0	3.0	1.6	2.2	2.9	3.0	2.7	4.9	1.7						
(e) Toronto	0.0	1.1	0.5	0.0	9.6	15.6	13.7	13.1	31.9	28.5	27.5	26.9						
(f) Other	0.0	0.0	0.0	0.0	3.0	2.2	0.0	1.7	10.4	8.1	5.5	7.4						

Continued...

TABLE 62 - Cont'd

## Shopping Preference by Age

	Convenience Shopping						Comparison Shopping						Entertainment					
	09-19	20-29	30-39	40-49	50-59	60-69	70-79	80 and above	09-19	20-29	30-39	40-49	50-59	60-69	70-79	80 and above		
(a) Guelph C.B.D.	24.3%	38.7%	41.7%	20.8%	62.9%	68.5%	60.9%	29.2%	26.4%	31.5%	26.3%	16.7%						
(b) Shopping Plazas	78.6	73.4	69.9	45.8	15.0	12.9	16.7	29.2	13.6	12.9	13.5	8.3						
(c) Kitchener-Waterloo	4.3	4.0	7.1	4.2	13.6	8.9	12.8	8.3	20.0	13.7	9.0	0.0						
(d) Hamilton	2.1	0.0	1.9	0.0	1.4	1.6	1.9	0.0	2.1	4.0	0.6	0.0						
(e) Toronto	0.7	1.6	1.3	0.0	6.4	12.1	9.6	8.3	17.9	23.4	9.6	4.2						
(f) Other	1.4	0.8	1.3	4.2	2.1	3.2	1.9	4.2	10.0	6.5	10.3	20.8						

Chi-Square = 552.15      df = 198      Significance = 0.00

TABLE 63

Relative Use of Guelph C.B.D. for Various Services  
(Zone of Residence)

Convenience Shopping  
 (food, sundries, drugs, etc.)

	1	2	3	4	5	6	7	
	1	2	3	4	5	6	7	8
	8	9	10	11	12	13	Other	
(a) Guelph C.B.D.	24.1%	14.9%	15.6%	26.0%	17.7%	36.4%	47.3%	
(b) Shopping Plazas	86.1	91.2	91.6	83.6	86.7	73.6	54.4	
(c) Kitchener-Waterloo	13.8	1.4	2.6	4.5	1.4	0.8	9.1	
(d) Hamilton	3.4	0.0	0.0	1.1	0.0	0.0	1.8	
(e) Toronto	0.0	0.0	1.3	1.1	0.0	0.0	3.6	
(f) Other	0.0	0.0	0.0	1.1	0.0	0.0	0.0	
(a) Guelph C.B.D.	37.5%	12.6%	30.4%	25.0%	25.6%	29.0%	23.1%	
(b) Shopping Plazas	73.7	92.2	76.4	71.4	79.2	79.7	69.2	
(c) Kitchener-Waterloo	2.0	1.2	3.4	0.0	4.0	0.0	15.4	
(d) Hamilton	0.7	0.0	0.8	0.0	0.0	0.0	2.6	
(e) Toronto	0.0	1.2	1.3	0.0	0.8	0.0	5.1	
(f) Other	1.3	1.2	0.4	0.0	0.0	0.0	0.0	

continued...

TABLE 63 - Cont'd

Relative Use of Guelph C.B.D. for Various Services  
 (Zone of Residence)

Comparison Shopping  
 (clothes, shoes, furniture,  
 appliances)

	1	2	3	4	5	6	7
(a) Guelph C.B.D.	48.3%	52.7%	51.9%	54.8%	57.6%	56.6%	43.6%
(b) Shopping Plazas	6.9	15.5	18.2	19.2	18.1	17.8	16.4
(c) Kitchener-Waterloo	31.0	21.6	29.9	20.9	24.8	17.8	21.8
(d) Hamilton	0.0	3.4	2.6	2.3	1.9	4.7	5.5
(e) Toronto	3.4	12.8	12.3	13.6	8.1	14.0	27.3
(f) Other	0.0	2.7	4.5	2.8	1.4	1.6	1.8
	8	9	10	11	12	13	Other
(a) Guelph C.B.D.	63.2%	52.7%	54.0%	64.3%	48.8%	52.2%	41.0%
(b) Shopping Plazas	14.5	18.6	15.2	17.9	17.6	11.6	20.5
(c) Kitchener-Waterloo	17.8	18.6	21.1	3.6	28.0	20.3	20.5
(d) Hamilton	2.0	3.0	2.5	0.0	2.4	1.4	5.1
(e) Toronto	11.8	15.6	19.0	14.3	16.8	21.7	12.8
(f) Other	2.0	1.2	3.4	3.6	0.8	2.9	0.0

TABLE 63 - Cont'd

Relative Use of Guelph C.B.D. for Various Services  
 (Zone of Residence)

Entertainment

	1	2	3	4	5	6	7
(a) Guelph C.B.D.	27.6%	32.4%	29.9%	32.2%	30.0%	31.8%	40.0%
(b) Shopping Plazas	6.9	10.8	11.7	14.1	13.3	11.6	7.3
(c) Kitchener-Waterloo	17.2	29.1	33.1	27.1	30.5	19.4	23.6
(d) Hamilton	0.0	0.7	5.8	2.3	2.4	1.6	5.5
(e) Toronto	24.1	22.3	29.3	23.7	13.3	22.5	34.5
(f) Other	3.4	4.1	8.4	6.8	8.1	9.3	3.6
	8	9	10	11	12	13	Other
(a) Guelph C.B.D.	32.2%	32.9%	29.1%	42.9%	25.6%	26.1%	17.9%
(b) Shopping Plazas	10.5	7.8	12.7	25.0	15.2	13.0	10.3
(c) Kitchener-Waterloo	17.1	31.7	22.8	7.1	31.2	23.2	20.5
(d) Hamilton	3.3	2.4	3.8	0.0	4.0	7.2	2.6
(e) Toronto	23.0	21.0	32.1	7.1	31.2	34.8	20.5
(f) Other	11.2	6.0	7.6	14.3	4.8	11.6	2.6

Chi-Square = 469.73      df = 234      Significance = 0.00



## **APPENDIX E**

## **FUTURE DEVELOPMENT TABLES**



## FUTURE DEVELOPMENT TABLES

The major statistical operations carried out in this section were factor analysis and step-wise regression. It is obvious from the tables which variables were used in the first procedure. The debate over the advantages of orthogonal versus oblique rotation will not be examined here. Suffice it to say that in this study the former was chosen. On the basis of the factor loadings, factor scales were constructed and then used as dependent variables in the step-wise regression analysis. In this latter procedure, it was necessary to construct a number of dummy variables to expedite analysis.

In determining the prevalent orientation in the sample, the three largest factor loadings for each factor were multiplied by the number of sample respondents who, depending on the nature of the question associated with the factor loading, either agreed or disagreed with the question. The numbers thus obtained for each factor were then summed and divided by three.

TABLE 64

Development Attitude Factors and Factor Loadings

<u>Questions</u>	<u>Unrestricted Growth Orientation</u> (Factor 1)	<u>Pedestrian Orientation</u> (Factor 2)	<u>Rehabilitation and Improvement Orientation</u> (Factor 3)
1. The area adjacent to Guelph public library should be reserved for development of cultural facilities (museums, music halls, theatres, etc.) for the people of Guelph.	0.004	0.277	0.191
2. Additional pedestrian walk ways and shopping malls should split the original city blocks into smaller shopping areas (i.e. like the court yard).	0.068	0.415	-0.001
3. Construction in the C.B.D. should be limited to low rise buildings which should not exceed three or four storeys in height.	-0.733	0.090	0.241
4. Through traffic interferes with the use and/or enjoyment of the C.B.D. and should be excluded (i.e. along Wyndham near St. George's Square).	-0.070	0.588	0.040
5. Greater emphasis should be placed on the provision of public transportation (i.e. buses, etc.) and so lessen the need for increased provision for private vehicle transportation and parking.	0.003	0.244	0.195

continued...

TABLE 64 - Cont'd

## Development Attitude Factors and Factor Loadings

<u>Questions</u>	<u>Unrestricted Growth Orientation</u> (Factor 1)	<u>Pedestrian Orientation</u> (Factor 2)	<u>Rehabilitation and Improvement Orientation</u> (Factor 3)
6. Construction in the C.B.D. should include some percentage of highrise buildings of 10 or 12 storeys and over.	0.854	0.005	-0.070
7. Highrise construction in the C.B.D. should be for mixed use purposes (i.e. for business offices, residential apartments for single, young married and elderly people, with commercial malls at street level).	0.637	0.081	0.052
8. It is important that views of significant landmarks (such as the Church of Our Lady) be protected. That is future construction should not be permitted to block such views from strategic locations.	-0.265	0.188	0.398
9. St. George's Square should be developed as an open "people place" (primarily for use by pedestrian for their relaxation and/or outdoor social activities).	-0.048	0.697	0.092
10. The area along Speed River should be developed for walkways, parks and people places with adjacent community social and recreational centre facilities.	0.091	0.315	0.301

TABLE 64 - Cont'd

Development Attitude Factors and Factor Loadings

<u>Questions</u>	<u>Unrestricted Growth Orientation</u> (Factor 1)	<u>Pedestrian Orientation</u> (Factor 2)	<u>Rehabilitation and Improvement Orientation</u> (Factor 3)
11. The existing stone building fronts along Wyndham Street should be preserved as a matter of high priority.	-0.293	0.072	0.468
12. The restoration of existing upper storey windows (i.e. those presently boarded up or undraped, etc.) will significantly improve the appearance of the C.B.D.	-0.036	-0.010	0.675
13. The provision of better hotel accommodations in the C.B.D. is of high importance.	0.166	0.150	0.234
N =	1718	1718	1718

TABLE 65  
Correlations for Factor Scales\*

	<u>Scale 1</u>	<u>Scale 2</u>	<u>Scale 3</u>
Scale 1	1.00	-.14	-.47
Scale 2	-.14	1.00	.59
Scale 3	-.47	.59	1.00

Scale 1 = Unrestricted Growth Scale

Scale 2 = Pedestrian Orientation Scale

Scale 3 = Rehabilitation and Improvement Scale

\* All correlations are significant at the .001 level.

TABLE 66  
Computations Regarding Predominant Orientation in Population

	<u>% in agreement with question multiplied by factor loadings (x)</u>	<u>x/3</u>	<u>Approximate % in Population</u>
Unrestricted Growth	85.36	28.45	30%
Pedestrian Orientation	75.60	25.20	26%
Rehabilitation and Improvement	125.37	41.79	44%

TABLE 67

Beta Weights for Development Orientation

	<u>Unrestricted Growth</u>	<u>Pedestrian</u>	<u>Rehabilitation</u>
Distance From Core	-0.033 (1)	0.068* (1)	0.073* (1)
Convenience Shopping in CBD**	-0.053* (2)	-0.004 (4)	0.062* (3)
Entertainment Sought in CBD**	-0.038 (3)	0.083* (2)	0.077* (2)
Comparison Shopping in CBD**	-0.015 (4)	-0.024 (3)	0.032 (4)
Sex of Respondent**	-0.168* (5)	-0.022 (8)	0.111* (5)
Occupation of Respondent	-0.079* (6)	0.118* (7)	0.037 (7)
Age of Respondent	-0.054* (7)	-0.140* (5)	-0.033 (6)
Length of Residence in Guelph	0.044* (8)	-0.113* (6)	-0.016 (8)
Marital Status of Respondent**	-0.010 (9)	---	0.010 (9)

\* F values significant at the .05 Level of Significance  
 ( ) Indicates order in which variables enter the regression equation  
 ---, Indicates that the variable(s) make no contribution to the regression equation because of an insufficient F level or Tolerance Level  
 \*\* Dummy Variables - see introduction to appendix

TABLE 68

Variance Explained for Development Orientations

	Unrestricted Growth	Pedestrian	Rehabilitation
Distance From Core	0.00%	0.01%*	0.01%*
Convenience Shopping in CBD**	0.01*	0.00	0.00*
Entertainment Sought in CBD**	0.00	0.01*	0.01*
Comparison Shopping in CBD**	0.00	0.00	0.00
Sex of Respondent**	0.02*	0.00	0.01*
Occupation of Respondent	0.01*	0.00*	0.00
Age of Respondent	0.00*	0.02*	0.00
Length of Residence in Guelph	0.00*	0.01*	0.00
Marital Status of Respondent**	0.00	---	0.00
	R <sup>2</sup> = 0.18 R = 0.03 N = 1720	R <sup>2</sup> = 0.23 R = 0.05 N = 1720	R <sup>2</sup> = 0.18 R = 0.03 N = 1720

\* Indicates F-Values significant at the .05 Level of Significance  
 '---' Indicates that variable makes no contribution to regression equation because of low F-Level of Tolerance-Level

\*\* Dummy Variables - see introduction to appendix



## **APPENDIX F**

### **1972 DISCUSSION PAPER FOR THE CBD**



Discussion Paper Concerning  
A District Plan for the Central Business District (CBD)

The Department of Planning and Development has been requested to prepare a summary of the problems which relate to the Central Business District together with some proposals for solving those problems in order to chart a course for action by public agencies as well as to provide guidelines for action by private individuals and companies with the overall objective of strengthening the Central Business District.

The problems are numerous and many of them are not really dissimilar from those found in other areas of the City. But, because of the intensity of land use in the CBD, they are much more complex. They relate primarily to obsolescence of buildings and streets, land use compatibility, parking amount and location, traffic control, availability of services, aesthetics and general urban design. These factors and the degree to which they have an adverse effect upon our downtown situation might be debated at great lengths and little would be resolved. Therefore, we intend to touch briefly upon the range of alternatives which may be considered to remedy the evident problems, and then to concentrate upon the kind of plan which is favoured by the planning staff.

The first alternative, which is the easiest one to achieve and which probably appeals to most of the owners of obsolete buildings, would be an "anything goes" or "ad hoc" development policy of little or no control being exercised over Central Business District development. The rationale for such a policy would be that land values and private investment feasibility would control the development and encourage re-development. It is impossible to say whether the result would be good or bad as only time would tell. However, it is safe to say that the risk of undesirable, incompatible re-development and, consequently, a bad economic and aesthetic result, is very great. This method would do little to assure the health and integrity of the City centre which will be passed on to the next two generations.

At the opposite end of the scale would be a detailed re-development plan which would provide for a specific urban design concentrating on a particular theme. Under such a scheme, it is necessary to rigidly control the height, bulk and character or, more specifically, the architecture, in order to maintain the

"effect" of the scheme. Such a scheme is considered to be impractical where re-development is privately-financed, sporadic and unlikely to take place on a reasonably large scale such as a city block at a time. While the results would probably be good, the feasibility of such a scheme would seem to be very remote. Restoration Architect Peter Stokes' scheme in which each city block would form pagoda-shaped structures, bounded by three-storey street fronts of old and new buildings, serviced from the centre of each block and incorporating roof gardens at the fourth-storey podium level is a good example of such a proposal.

In between those two extremes there will no doubt be several variations of one scheme or the other that would serve as suitable guidelines for the re-development of our downtown area. The following are the principles upon which we developed the scheme which we shall refer to in this summary.

1. That development will occur mainly as a result of private initiative and capital investment with municipal guidance and co-operation.
2. That land use regulations must aim at the preservation, rehabilitation or re-development of various parts of the downtown, according to their existing conditions, compatibility, historic or architectural significance.
3. That distinctive and historic buildings should be accentuated through preservation and rehabilitation with the objective of retaining the unique character of Guelph.
4. That re-development in the form of new buildings should be encouraged in harmony with the preserved or rehabilitated historic buildings and that the urban design concept for the CBD should make provision for this co-existence of old and new development, thereby showing Guelph to be both progressive and sensitive to its historic past.
5. That Wyndham Street forms the natural spine of the retail commercial core, both now and in the expanded CBD of the future. The elongated shape of the area contained within the future Ring Road supports this principle. Attempts to spread the concentrated retail core too far from Wyndham would have the effect of decentralizing comparison shopping and would cause awkward situations for the pedestrian shopper.

6. That the Church of Our Lady and the "squares" ought to be developed in a manner that will give focus to the surrounding development and full advantage should be taken of these gifts from the past to improve the environment in the CBD and to make Guelph more distinctive and attractive for many generations to come.
7. That a long-range programme for the elimination of surface parking lots should be initiated by the selection of sites which may be used for surface parking on an interim basis but which are large enough, and in strategic enough locations, to serve as sites for parking structures.
8. That municipal services such as sewer, water, roads, sidewalks, public transportation and off-street parking shall be renewed or provided in such a way as to encourage the preservation, rehabilitation and re-development concept.
9. That a Ring Road system should be completed to accept traffic from all the traffic arteries which converge on the CBD and to carry through traffic around the retail core while distributing vehicles destined for the CBD into convenient parking lots by way of feeder streets.
10. That a pleasant, formally-recognized system of pedestrian walkways and shopping malls splitting our original city blocks into smaller pieces would greatly increase the area in which retail businesses could thrive and would decrease the shopper's inconvenience in getting from store to store or parking lot to store.
11. That traffic on all streets within the Ring Road should be limited to local and service traffic and access to parking lots except for MacDonnell and Suffolk which make convenient short-cuts for local traffic.
12. That uses which will be frequented by the pedestrian general public should be held within the Ring Road system and, related to that principle, room for expansion of the retail commercial concentration as Guelph's population grows should be found south of the CNR rather than outside the Ring. It is further recognized that any leap of retail shopping to the area south of the CNR should be on a large-scale and should include additional penetrations of the railway embankment by pedestrian routes.

13. That a greater number of apartment units and offices located around the perimeter of the CBD, both inside and outside of the Ring Road, is desirable due to the activity which would be generated in the CBD as a result of their presence.
14. That it is desirable to acquire access to the Speed River banks for the general public and to beautify the land acquired and to link it to larger pedestrian-oriented open spaces, such as Royal City Park and Priory Square, wherever possible.

#### FUTURE REQUIREMENTS

It is necessary, of course, to have an appreciation of population statistics and space requirements, etc. in order to project the needs of the community and to formulate plans for meeting those needs in an environment that is attractive, efficient and economical.

In order to get in step with the area municipalities and to take advantage of the most recent data available, we have indicated a 20 year planning period and used data projected to 1991.

Assuming a population of 121,000 persons in Guelph by 1991, it is forecast that approximately 588,000 square feet of retail commercial floor space will have to be added to serve the needs of the citizens of Guelph. This commercial floor space will be divided into two categories, convenience shopping and comparison shopping.

Convenience shopping is generally defined as offering merchandise required on a daily basis and includes food, drug, hardware, beer and liquor stores. Convenience shopping is usually provided close to the local population which supports it.

Comparison shopping includes all general merchandise outlets including apparel, furniture, appliance and specialty stores which provide the goods for which a customer will normally compare price, quality and style of merchandise before making his purchase.

We assume that approximately 242,000 square feet of the 588,000 square feet will be comprised of convenience shopping, the bulk of which should be directed to neighbourhood and community shopping areas. The major share of the comparison shopping should be directed to the Central Business District. We are inclined to be of the opinion that about 55-60% of the 346,000 square feet of comparison shopping would locate in the CBD

assuming that conditions for business are favourable. We feel that an upgrading of the CBD could improve upon that ratio and tend to ease the pressure exerted by suburban shopping centre promoters for fringe area development.

Briefly, then, the scheme is predicated upon the principle that the Central Business District should be strengthened and positive policies adopted to limit suburban shopping centres to neighbourhood and community facilities, primarily providing convenience shopping. A certain percentage of comparison shopping is usually provided in any community centre, for example: Zeller's, K-Mart, Woolco, etc. However, every effort should be made to encourage any proposals for a high-quality, full-line department store facility to be located within the area defined by the "Ring Road" system.

#### THE SCHEME

##### STEP 1 - IDENTIFICATION OF BUILDINGS AND AREAS TO BE PERPETUATED

The first step is to identify those areas of the CBD which we believe should be preserved and, in many instances, rehabilitated. In this regard we are able to take advantage of the work carried out by Peter Stokes on behalf of the Guelph Branch of the Architectural Conservancy of Ontario. Unfortunately, several of the buildings which he selected for preservation have already been defaced or lost due to fire.

##### STEP 2 - IDENTIFICATION OF AREAS WHICH SHOULD BE RE-DEVELOPED

The second step is to identify those areas of the Central Business District that we believe should be re-developed. The Urban Renewal Study provided a considerable amount of information in this regard with obsolescence being the major factor in almost every decision to re-develop an area.

Having determined the area to be maintained and rehabilitated, and those selected for renewal, the job is reduced to an evaluation of the areas block by block in order to formulate an image of how each area should be redeveloped and the approximate appearance of the CBD in 1991. A kind of mosaic of the future Central Business District could thus be developed. This mosaic would then form the basis for the design concept and give visual form to the scheme.

.....<sup>6</sup>

STEP 3 - THE DESIGN CONCEPT

The design concept which we propose is to marry the existing desirable features with proposed new development and is partially illustrated schematically in the attached plans shown as Schedule "A" to "G". Time did not permit us to prepare a complete presentation of the design concept which would illustrate the design in three-dimensional form. However, we have included some copies of sketches which illustrate that new buildings can co-exist in harmony with the old and may even have the effect of enhancing the appearance of the Central Business District while renewing its economic health.

The schedules attached to this report and described below illustrate partially, in schematic form, a secondary or district plan for the Central Business District.

Schedule "A" - Land Use (Proposed)

- Completion of the Ring Road is assumed
- Retail Commercial Uses would be concentrated along the Wyndham Street spine, with reasonable extensions along the major cross-streets. A major interruption in this pattern is the public and institutional area from Carden Street to Fountain Street.
- Highway Commercial uses in the CBD are limited to those areas along Gordon and Wellington where they already exist.
- Three major areas are set aside as remaining Public or Institutional for many years into the future - Church of Our Lady and the adjacent school buildings; City Hall, Arena, CN station, Armoury, Police Bldg. and Federal Building; Wellington County facilities and the neighbouring law offices.
- Public Open Space consists of greater areas in St. George's Square and City Hall Square; new public access to the westerly bank of the Speed from London Road to Royal City Park; a new extension from Carden Street to Fountain Street when new development moves south of the CNR and greater use of City-owned land in the Gordon-Waterloo area.
- Single-family houses in the London Road - Edwin Street area and the Suffolk Street - Green Street area are suggested as the basis for preservation of some of the finest older houses on the fringes of the CBD.

- The remaining designation - Apartments, Offices, Schools, Churches - indicates, in a general way, the areas in which re-development for these purposes can be expected in the time period covered by our district plan. It also serves to indicate the areas in which Retail Commercial and Highway Commercial should not be encouraged.
- Relationship of the existing and proposed parking lots to the uses served by them may also be seen on this plan.

Schedule "B" - Circulation (Proposed)

This plan illustrates the Ring Road in its entirety and the arterial streets which converge on the CBD. Existing and proposed parking lots are shown within the Ring Road with accesses pointed out by small arrows. The only streets shown to be open to allow local traffic to cross the CBD are Wyndham and MacDonnell. Douglas Street and Carden Street would be totally pedestrian. Quebec Street, Cork Street and Wilson become access to public and private parking lots, as well as pedestrian ways.

Pedestrian walkways shown are meant to be additional to the usual sidewalk on either side of a roadway. They are meant to accomplish the penetration of the CNR embankment and provision for mid-block shopping malls such as The Courtyard and other routes to shorten walking distances from parking to store or store to store. The Heffernan Street Bridge, although not shown, is intended to be a feeder to the CBD and riverside walkways.

Schedule "C" - Protected Views

It is recognized that the Church of Our Lady forms an outstanding focus for many of the main streets approaching the CBD. It is suggested that building heights along the lines shown should be carefully regulated so that these invaluable views cannot be obstructed. The same is true of the Douglas Street vista of St. George's Anglican Church. These measures would not prevent the vistas in question from being "framed" by taller buildings.

Schedule "D" - Aerial View of Westerly Section of CBD

This sketch illustrates known new buildings; creation of parking structures on existing parking lots; preservation of recent buildings, churches and sound older buildings; re-development of inadequate buildings and surface parking lots; a suggested combination of department store, smaller stores and a parking structure on the present Baker Street parking lot. It is expected that this mix of old and new buildings could be carried out without the loss of Downtown Guelph's unique characteristics.

Schedule "E" - East side, Upper Wyndham Street

Sketches indicating two different treatments of the misfit buildings on this portion of Wyndham Street. The upper sketch shows the same treatment now being applied to The Right House also applied to the upper portions of the Jupiter store to even off the building heights and create a balance of blank walls and window walls. The lower sketch illustrates pre-cast concrete facades on the same two stores, this time designed to echo the older facades with their arched windows.

Schedule "F" - Douglas Street - County Court House Area

This plan suggests the mix of existing buildings with new buildings or uses and new circulation systems. The Douglas-Woolwich area is a location which has an Old World character of its own which should be preserved and enhanced.

Schedule "G" - Lower Wyndham Street

These sketches of portions of Lower Wyndham Street illustrate the combination of old and new facades, pedestrian arcades and street landscaping.

STEP 4 - POLICIES FOR IMPLEMENTATION

The text of the plan would set out policies to be adopted in order to control and guide the implementation of the plan. Some of the policies would be as follows:

1. Areas to be preserved and rehabilitated -

- a) establish zoning regulations relating to the height, bulk and character of the buildings to be retained or any new buildings to be built in their midst. These regulations should be fairly tight with flexibility introduced through the Committee of Adjustment.
- b) establish parking requirements, design standards and incentives for the area.
- c) establish architectural treatment of buildings to be encouraged as part of planned programmes to improve specific areas or whenever owners choose to make improvements.
- d) establish civic beautification programmes and incentives, etc.

2. Areas to be re-developed -

- a) establish zoning regulations for re-development areas through the use of a holding zone with all proposals to proceed along the zone change route, complete with site development plans.
- b) establish parking requirements, design standards and incentives, etc. to be provided for in the site plans.
- c) establish civic beautification schemes and incentives, etc. for the area.

3. Provision of municipal services -

- a) staging of renewal of underground services i.e. sewers, water and hydro.
- b) staging of renewal of surface services i.e. roads, sidewalks, street lighting, etc.
- c) staging of major traffic route changes, both pedestrian and vehicular.
- d) staging of beautification programmes i.e. St. George's Square, Priory and Trafalgar Squares, public walkway and parks along the Speed River, street planting, etc.

4. Building improvement programme -

- a) Norwich plan proposal.
- b) painting and clean-up co-ordination to achieve maximum results.
- c) sign co-ordination programme

5. Marketing and advertising programmes - (These would be the responsibility of the business community.)

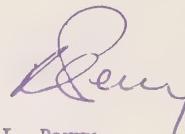
CONCLUSION

This summary merely points up the basic and essential elements of a district plan for the Central Business District. The plan itself requires a great deal more work in many respects. Zoning regulations which would be more appropriate than those now in effect could be developed from the information we have at hand. However, some general consensus of acceptance by the property owners in the CBD of the principles of the scheme would undoubtedly make such regulations and controls more meaningful and palatable.

An improved appearance, combined with the improved function permitted by the land use and circulation plans proposed, would improve the environment for the people who use our shopping area. Assuming that the environment is improved and people find the area attractive, business should improve and encourage added investment in the Central Business District. New investment provides job opportunities and revenues to further enhance the vitality of the community. However, the right steps must be taken to get this process started.

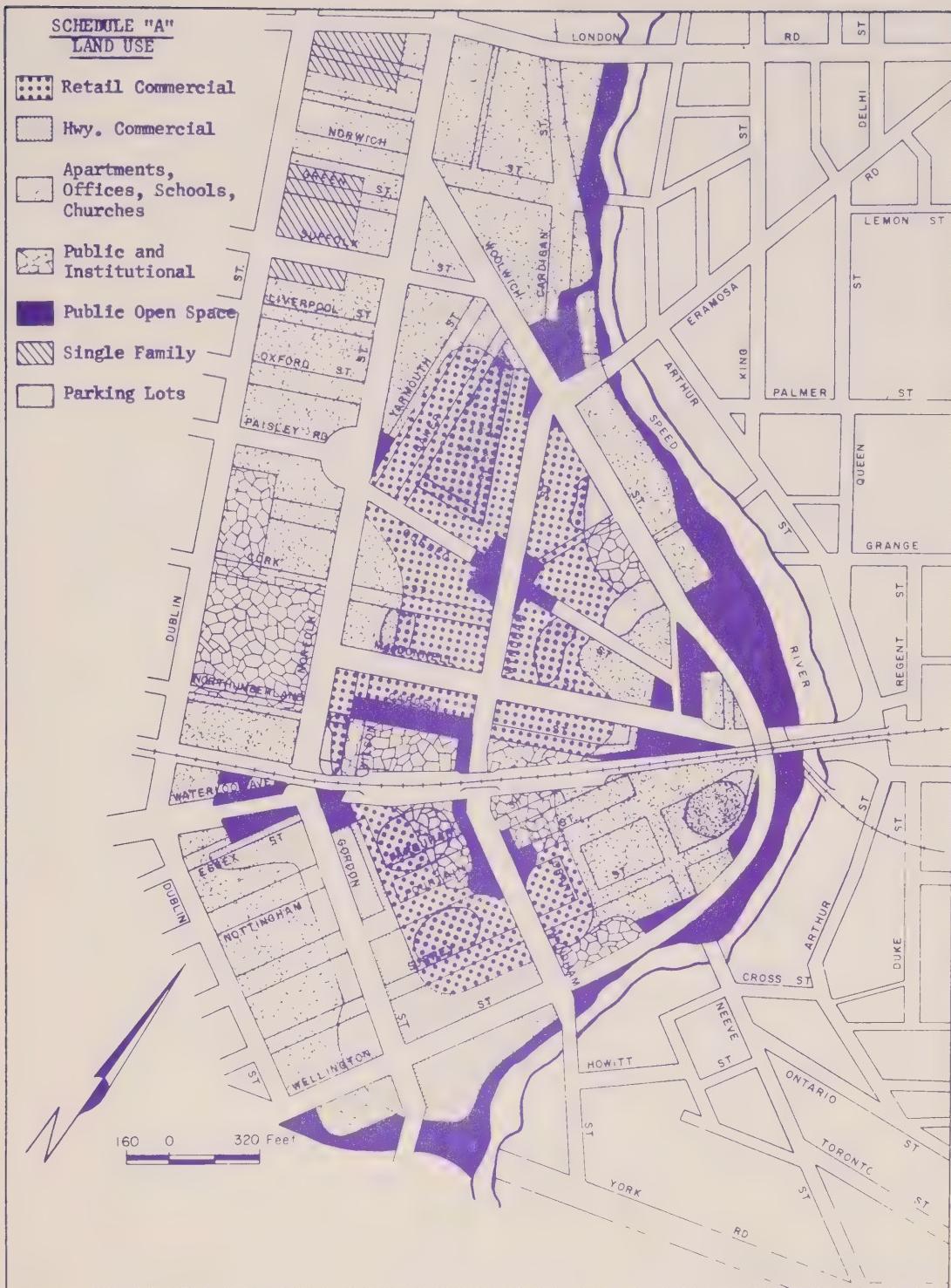
This text and attached schedules are intended as a discussion paper only.

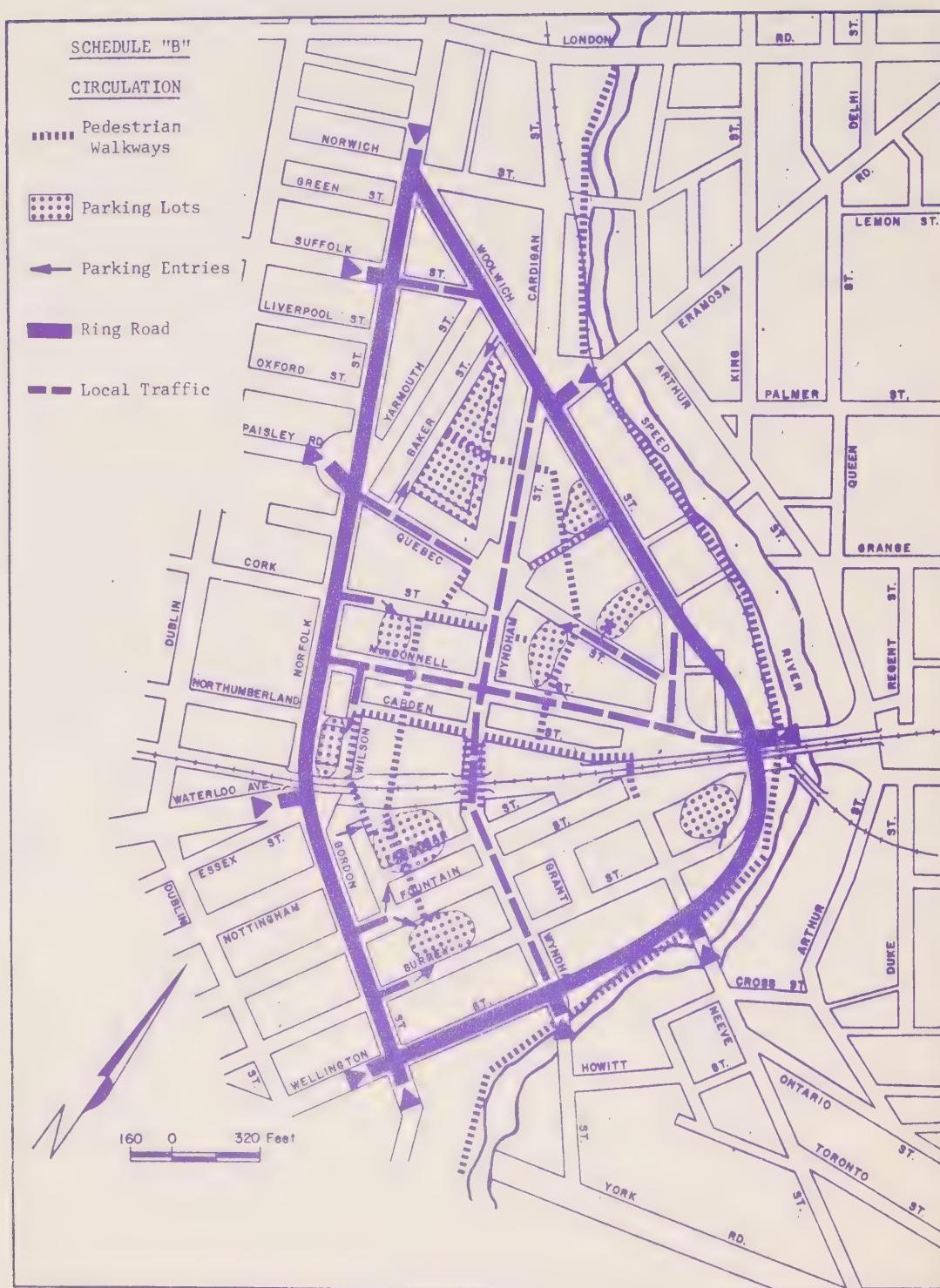
Respectfully submitted,



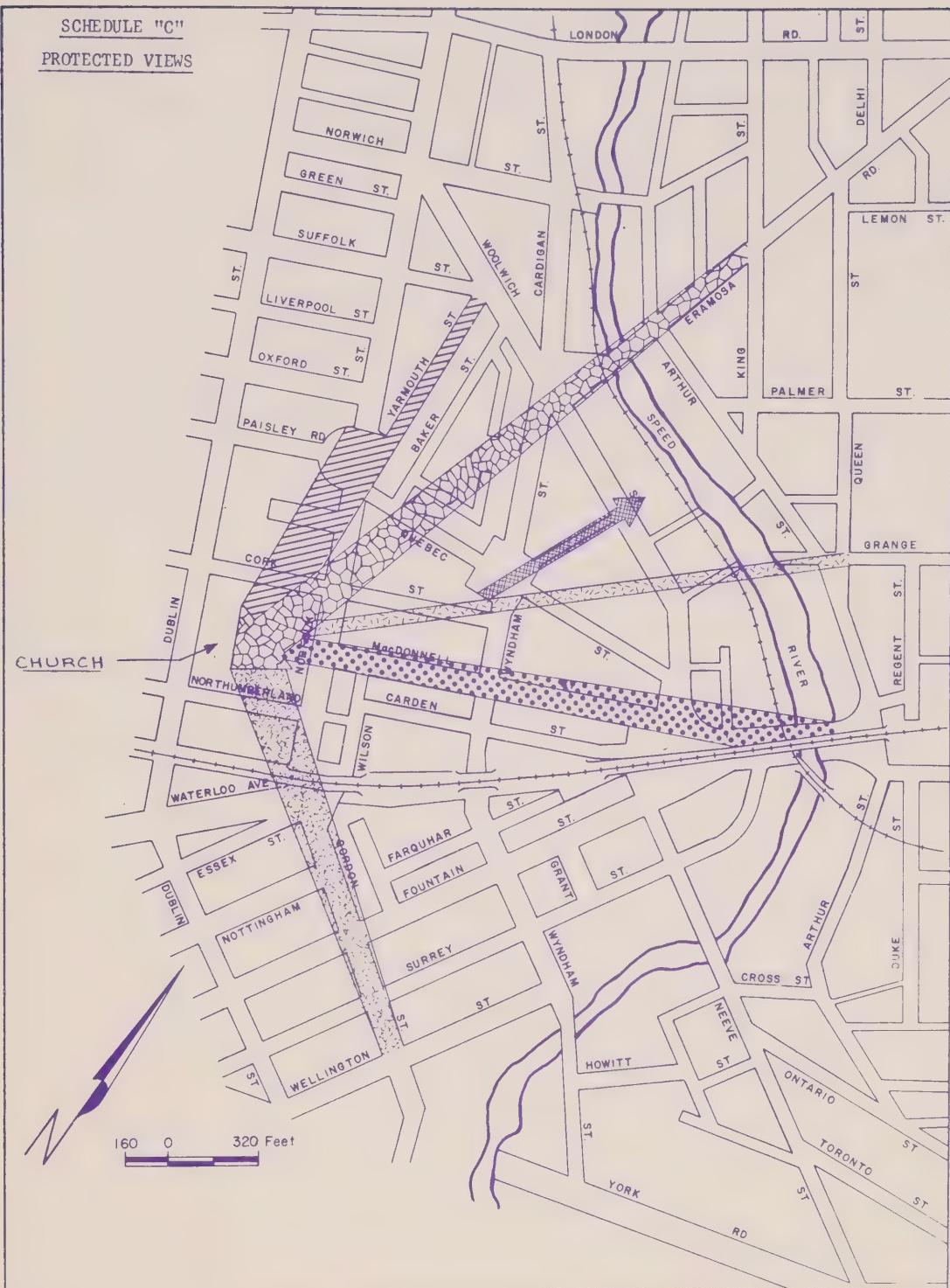
K. L. Perry,

DIRECTOR OF PLANNING  
AND DEVELOPMENT.

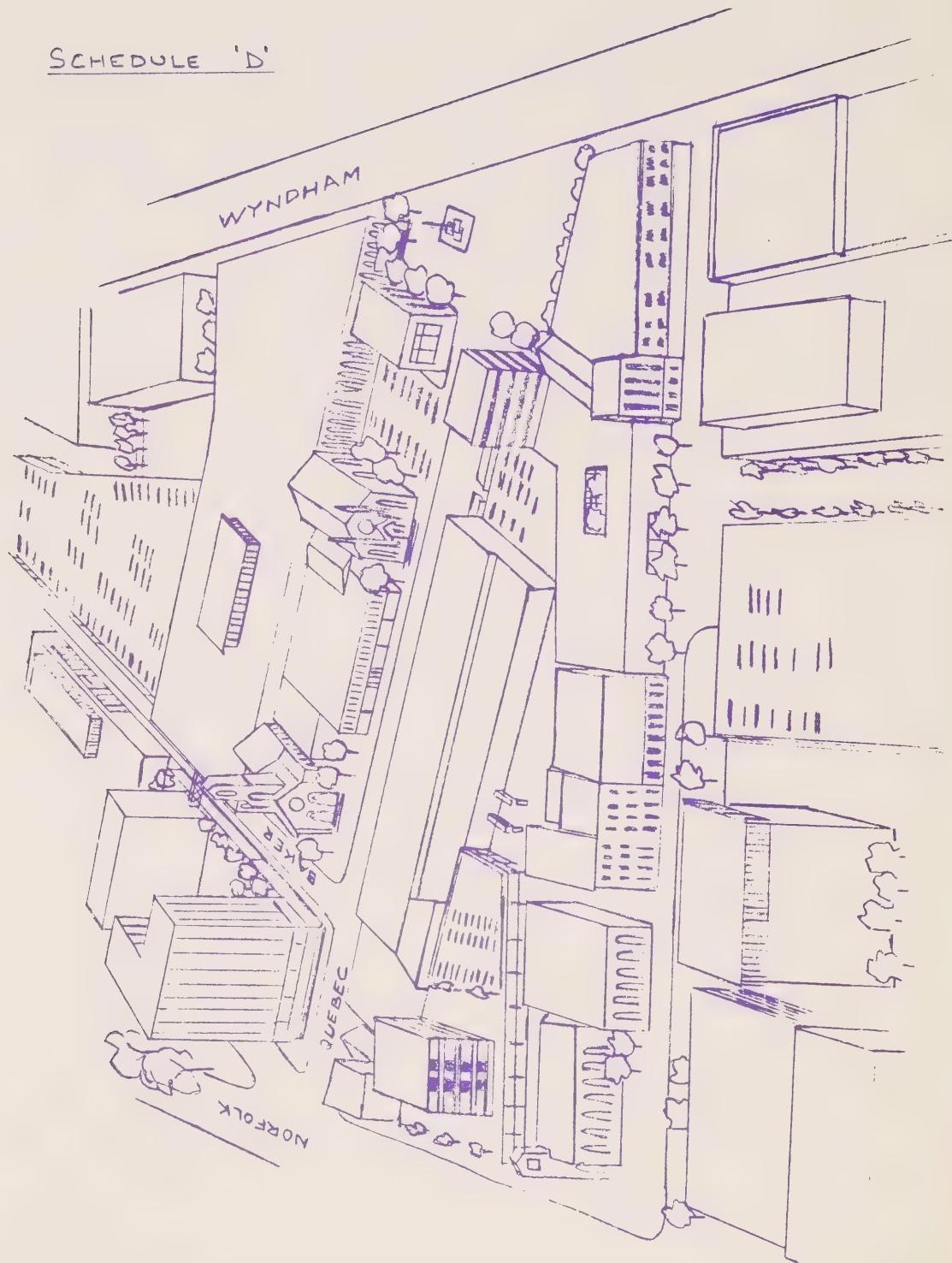




SCHEDULE "C"  
PROTECTED VIEWS



SCHEDULE 'D'

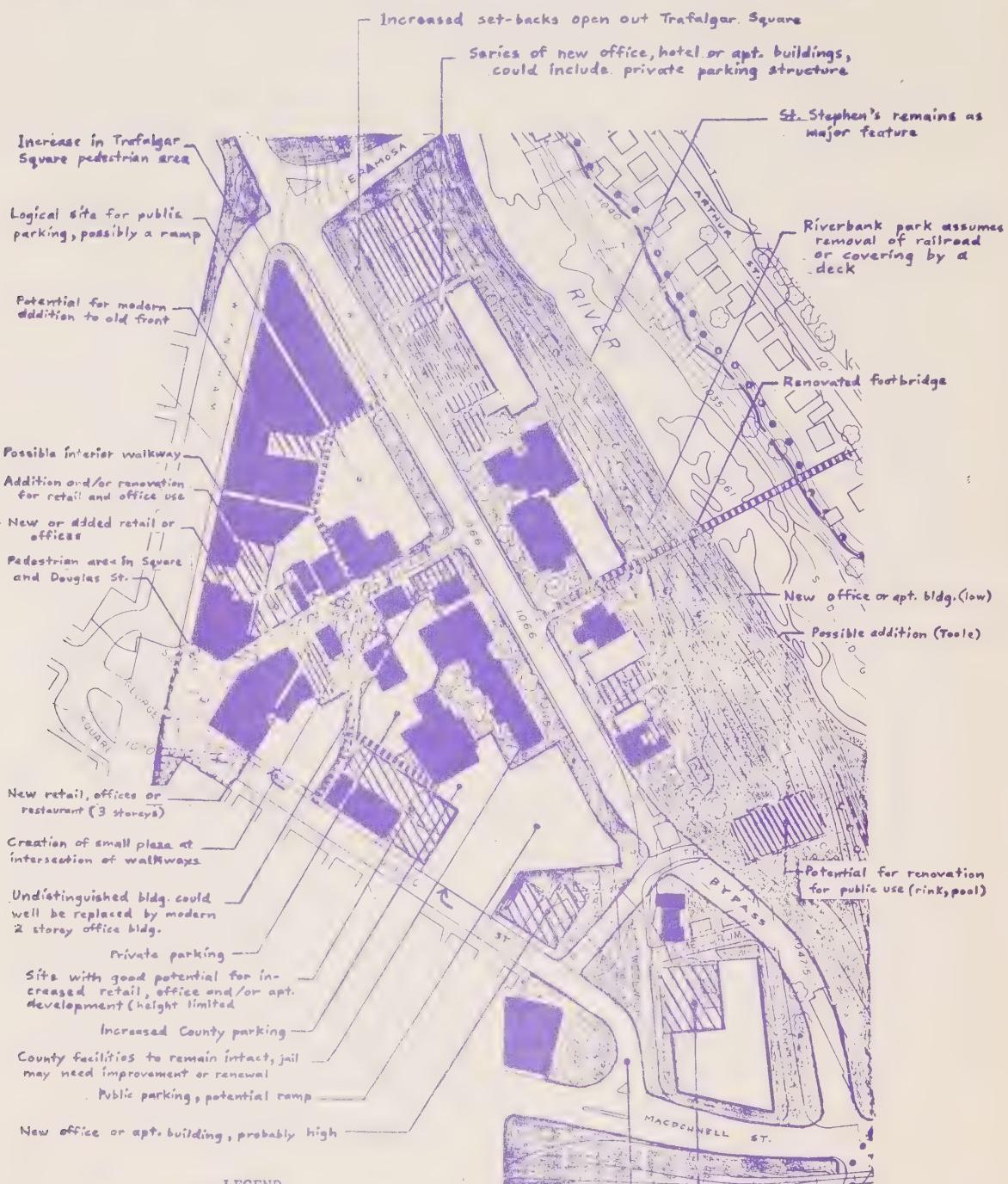


SCHEDULE "E"



**SCHEDULE "F" - AN EXAMPLE OF AN AREA WITH A CHARACTER TO BE RETAINED AND ENHANCED**

This map is only an illustration of one logical solution to retaining and enhancing the special character of the Douglas St. - Woolwich St. Area while furthering the other objectives stated in this report for the CBD. There has been no contact with the property owners concerning the uses proposed and there is no City Council authorization for the plan.



**LEGEND**

- Buildings to remain (some require rehabilitation)
- Potential location for new buildings or new additions or major renovations to existing buildings
- Parking
- Landscaped open space and parks
- Pedestrian plazas and malls
- Pedestrian walkways
- Riverbank walkway
- New office, hotel or apt. bldg., should include private parking structure

SCHEDULE "G"



## APPENDIX I

Lengthy lists of objectives and priorities, including phasing recommendations, have been, and will continue to be, developed. These will, of course, be viewed differently by the owners of property, tenants, merchants, various sections of the general public and visitors depending upon their personal attitudes, preferences and needs. It must be realized by all these interests, however, that many improvements have been carried out or are underway now. It will be necessary to continue with programmes for improvements with or without a formal plan. A plan would provide the distinct advantage of permitting better co-ordination between the efforts of the private and public sectors of the community in the re-development and strengthening of our Central Business District.

### PUBLIC PROJECTS

The following is a list of 12 public improvements which have favourably affected the function, economic health and/or aesthetics of the Central Business District or will do so in the near future.

1. New Railway Underpass on Gordon Street and Norfolk St. approaches (1965)
2. Rebuilding of the Wyndham Street Storm Sewer (1966)
3. Removal of the Old Curling Club to enlarge the Baker Street Parking Lot (1968)
4. Improvements to the Civic Square including the City Hall and Memorial Gardens Area (1968)
5. Widening of Gordon Street (1970)
6. Acquisition of additional lands for off-street parking in the Quebec Street area (1971)
7. Improvements to the public transportation system as recommended in the recent Transit Study (1971)
8. Renewal of Sidewalks (1971 - 1972)
9. Quebec Street storm sewer renewal and partial widening (1971 - 1972)
10. Construction of Fire Hall on Wyndham Street (1971 - 1972)
11. Restoration of Heffernan Street bridge (1972)
12. The Wellington Street extension to Woolwich Street (1973?)

### PRIVATE PROJECTS

Although the aesthetics of each new building draws widely-differing reactions from the general public, most are undoubtedly assets to Guelph in the form of modern facilities. The following list partially covers the private investments inside the Ring Road in recent years:

1. Hastings Bldg. - Woolwich Street (1967)
2. Albert Fish Real Estate - Woolwich Street (1968)
3. New Canadian Imperial Bank of Commerce - St. George's Square (1968)
4. Commercial - residential development - Quebec Street at Yarmouth (1971 - 1972)
5. The Courtyard - between Carden and Macdonnell (1971 - 1972)
6. New Royal Bank - St. George's Square (1971 - 1972)
7. Harvey's (1968), Red Barn (1969) and H. Salt (1971) have also invested within or near the Ring Road and have, no doubt, drawn customers to the CBD

While these lists are not all inclusive and are only intended to illustrate that improvements have been carried out, they should also serve to point up the need and advantages of having an overall plan. A plan would outline the improvements required and the staging proposed within the framework of the plan so that both the private and the public sectors of the community could see the goals and objectives and prepare their own plans accordingly.

## APPENDIX II

APPENDIX I was prepared in December, 1971.^ The following is a listing of significant projects not listed then which have been carried out within the Ring Road since that time.

### Public Projects

- Further acquisitions of land for expansion of Quebec Street parking lot.
- Acquisition of land for the Wellington Street Extension to Woolwich Street.
- Construction of storm sewer on Quebec Street West (1972).
- Improvement of the CNR Wyndham Street underpass (1973).
- Renovations to City Hall Annex (1974).
- Experimental pedestrian mall (1974).
- Renewal of sidewalks, including underground wiring conduits soon to be utilized (1972-74).

### Private Projects

- Four new commercial units on MacDonell, east of Wyndham (1972).
- Two new commercial units - Cork Street (1973).
- One new commercial unit - Quebec Street (1973).
- Renovations to 20 Baker Street (1972-73), 106-112 Wyndham Street (1973).
- Modernization and expansion of Bell Telephone operations building Cork Street (1973-74).
- New Royal Trust Building and Arcade - St. George's Square (1974-75).
- Speedy Muffler and Architectural Improvements to Five Points Service Station (1974-74).
- Facade improvements - Fischer's Royal Hotel (1972), King Edward Hotel (1974), Textile Industries (1974).

A remarkably large number of interior alterations and safety improvements have been made within the buildings of the Central Business District. In many cases, these alterations have improved the environment for those who shop, work and live downtown.





